



# Sweet Spreads in Turkey

November 2023

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## Sweet Spreads in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Honey and nut and seed based spreads benefit from trend towards healthy eating  
Jams and preserves benefits from its reputation as a budget-friendly option  
Sales growth in chocolate spreads undermined by high prices and non-essential status

#### PROSPECTS AND OPPORTUNITIES

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