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In 2021, we did not give up our traditional taste, dried nuts.

Dried nuts market reached 26 billion TL in 2021

Turkey's population consumed a total of 550 thousand tons of dried nuts in 2021 and the amount of dried nuts taken into the each household was around 27 kg. While the first preference of the consumer was for mixed dried nuts, it was followed by sunflower seeds and walnuts. With the increasing demand, the turnover growth in the market continued. Peyman CEO Kaan Baral said that the dried nuts market completed 2021 with approximately 26 billion TL and 7 billion TL of this came from the packaged category.

The demand for healthy food, which increased with the effect of the pandemic, continued in 2021 as well. The consumer's preference for a healthy diet has increased the demand for traditional snacks such as dried nuts and dried fruits. The dried nuts market, which continues to grow every year, closed 2021 with a size of approximately 26 billion TL. Packaged product market accounts for approximately 7 billion TL of this size.

In 2021, the first choice of the consumer was mixed dried nuts. It was followed by our traditional flavors of sunflower seeds and walnuts. The biggest contribution to the turnover in the packaged dried nuts market came from the Pistachio, mixed products and peanut categories.

“Consumption per household was 27 kg”

Stating that the sector continues to invest and grow in 2021, **Peyman CEO Kaan Baral** stated that the packaged dried nuts market has reached a size of approximately 7 billion TL with the increase in consumer awareness and demand for hygienic products. **Baral**, continued his words as follows: *“2021 has been a year in which we continued to grow both as a sector and as a company. In 2021, the figures per household also increased and the amount of dried nuts taken into the each household was around 27 kg. We see that 2021 has been completed with approximately 550 thousand tons of dried nuts.”*

“We both grew ourselves and expanded the market”

Stating that 2021 was a productive and successful year for Peyman, **Kaan Baral said** *“We have become a brand that can take the right steps at the right time. We also contributed to the growth of the market with our innovative investments. The highest contribution to the growth in national chains came from our brands Peyman Bahçeden, Çitliyo and Nutzz. We continued to support our brands, develop our gourmet delicacies, invest in digitalization and R&D, and Turkish agriculture. We received the fruits of all these labor before the end of the year. We closed 2021, which was a challenging year for the whole world, with a growth of up to 30 percent in turnover.”*

“30 percent of turnover will be allocated to R&D in 2022”

Stating that they are the leader of the trends as the leader of the healthy, gourmet and innovative snacks sector, **Peyman CEO Kaan Baral** disclosed that the most important dynamic behind the growth is R&D and innovation investments, and continued as follows: *“In 2021, as in previous years, we focused on strengthening our global player identity and being a part of innovative solutions. While the share of R&D in our turnover was 7 percent in 2019, we increased it to 20 percent in 2021. Our goal is to increase the innovative aspects of products by generating more qualified R&D projects every year than in the previous period. We entered the new year with the same vision and goals. We anticipate that the R&D share in the turnover will be 30 percent for 2022. We will continue to create brand new gourmet flavors for our consumers.”*

“Our Contracted Agriculture Project will grow”

Emphasizing that as Peyman, they will continue to support quality and sustainable production with the Contracted Agriculture Project, **Kaan Baral,** concluded his words by saying: *“As Peyman, we act with the principle of sustainability and maximum efficiency in all our fields of activity. We always aim to obtain the best raw materials from the best produced soils and to deliver the highest quality and gourmet products to the consumers. Our biggest goals are to buy higher quality and high yield raw materials from our own fertile lands, to support our own producers and to create added value for the country's economy. With this perspective, we quickly focused on our contract agriculture project and realized an extremely productive investment. In 2022, we will increase our investment in contract agriculture. We aim to realize our contracted agriculture project on an area of 88 thousand decares by 2025.”*

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