

## **Cooking Ingredients and Meals in Turkey**

Market Direction | 2022-11-07 | 50 pages | Euromonitor

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### **Report description:**

A surge in inflation and the continued devaluation of the local currency in the first half of 2022 resulted in important changes in consumer purchasing behaviour in Turkey. To temporarily shield themselves from further price increases, many people began stockpiling pantry staples such as olive oil and sunflower oil. There has also, in the course of the year, been a notable shift from branded products to economy priced or private label. On the reverse side, with declining consumer purchasing power...

Euromonitor International's Cooking Ingredients and Meals in Turkey report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cooking Ingredients and Meals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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