

Processed Fruit and Vegetables in Turkey

Market Direction | 2022-11-29 | 24 pages | Euromonitor

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Report description:

The price of vegetable oil registered a steep increase as high inflation swept through Turkish society during 2022, with the unit price increases seen in edible oils among the highest seen in all packaged food categories. As a result, consumers have tended to use lower volumes of vegetable oil when frying vegetables and potatoes, while they are using less oil generally when preparing meals. Within this context, frozen processed potatoes has benefited as there is no need to use excessive amounts...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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.

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Table of Contents:

Processed Fruit and Vegetables in Turkey
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List Of Contents And Tables

PROCESSED FRUIT AND VEGETABLES IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Frozen processed potatoes benefit from rising prices and adverse economic situation

Sales growth in shelf stable fruit and vegetables returns to pre-pandemic levels

Frozen processed vegetables gains ground as consumers demand convenience

PROSPECTS AND OPPORTUNITIES

Frozen processed potatoes expected to boom as private label players enter the fray

New launches of shelf stable and frozen products to boost processed vegetables sales

Shelf stable beans sales expected to be cannibalised by rising demand for ready meals

CATEGORY DATA

Table 1 Sales of Processed Fruit and Vegetables by Category: Volume 2017-2022

Table 2 Sales of Processed Fruit and Vegetables by Category: Value 2017-2022

Table 3 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2017-2022

Table 4 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2017-2022

Table 5 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2017-2022

Table 6 NBO Company Shares of Processed Fruit and Vegetables: % Value 2018-2022

Table 7 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2019-2022

Table 8 Distribution of Processed Fruit and Vegetables by Format: % Value 2017-2022

Table 9 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2022-2027

Table 10 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2022-2027

Table 11 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2022-2027

STAPLE FOODS IN TURKEY

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 13 Sales of Staple Foods by Category: Volume 2017-2022

Table 14 Sales of Staple Foods by Category: Value 2017-2022

Table 15 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 16 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 18 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 19 Penetration of Private Label by Category: % Value 2017-2022

Table 20 Distribution of Staple Foods by Format: % Value 2017-2022

Table 21 Forecast Sales of Staple Foods by Category: Volume 2022-2027

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Table 22 □Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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