

## **Processed Meat, Seafood and Alternatives To Meat in Turkey**

Market Direction | 2022-11-29 | 26 pages | Euromonitor

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### **Report description:**

The high inflation put some pressure on demand in various categories of staple foods in 2022, although this did not have much of an impact on demand for chilled processed poultry, frozen processed poultry and, in particular, shelf stable processed poultry, as retail volume sales continued to increase in all of these categories. Products that are manufactured in-country faced the most modest unit price increases, while the unit prices of imported products soared as unit price inflation is directl...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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 Meat, Seafood and Alternatives to Meat 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Processed Meat, Seafood and Alternatives To Meat in Turkey  
Euromonitor International  
November 2022

List Of Contents And Tables

### **PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN TURKEY**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Processed poultry gains ground due to its affordability and the convenience it offers

Processed seafood continues to register dynamic growth as availability expands

Smaller pack sizes contribute to slower sales growth in processed red meat

#### **PROSPECTS AND OPPORTUNITIES**

Frozen processed seafood slated for strong growth as consumers demand convenience

Shelf stable seafood to maintain its dynamic performance as consumers look for value

Frozen processed red meat set to regain past dynamism via new launches

#### **CATEGORY DATA**

Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2017-2022

Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2017-2022

Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2017-2022

Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2017-2022

Table 5 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 6 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2017-2022

Table 7 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2017-2022

Table 8 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2017-2022

Table 9 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2022

Table 10 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2022

Table 11 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2017-2022

Table 12 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2022-2027

Table 13 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 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 14 Sales of Staple Foods by Category: Volume 2017-2022

Table 15 Sales of Staple Foods by Category: Value 2017-2022

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

Table 17 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Staple Foods: % Value 2018-2022

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Table 19 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 20 Penetration of Private Label by Category: % Value 2017-2022

Table 21 Distribution of Staple Foods by Format: % Value 2017-2022

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

Table 23 □Forecast Sales of Staple Foods by Category: Value 2022-2027

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

Table 25 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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