

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.

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

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reliable information resources to help drive informed strategic planning.

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November 2022

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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

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Frozen processed seafood slated for strong growth as consumers demand convenience

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

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