

## **Processed Fruit and Vegetables in Turkey**

Market Direction | 2023-11-27 | 22 pages | Euromonitor

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### **Report description:**

Over 2023, retail volume sales of processed fruit and vegetables are projected to witness stagnation, due to multiple factors. Rising product prices, heavy pressure on purchasing power and the increasing popularity of ready meals as alternatives among the same consumer base are the main reasons for the stagnation in demand. However, retail current value sales of processed fruit and vegetables are projected to grow exponentially despite stagnant demand. For example, in a key category, shelf stabl...

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 2018-2022, 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 2027, 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.

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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Euromonitor International  
November 2023

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Storage advantage and widening varieties boost frozen processed vegetables and potatoes

Foodservice volume growth is limited despite rebound in tourism flows

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