

Processed Meat, Seafood and Alternatives To Meat in Turkey

Market Direction | 2023-11-27 | 24 pages | Euromonitor

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Report description:

As meat prices continued to increase in 2023, processed red meat prices also rose. However, as a relatively cheap option to fresh meat, chilled and frozen processed red meat continued to see demand grow. Meanwhile, companies reduced their portion sizes, which added to value margins. Alongside very high inflation, this helped retail current value growth to outpace retail volume growth heavily.

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 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: 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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Players introduce smaller portions and pack sizes to widen the appeal of processed red meat

Processed poultry benefits from red meat price increases

Processed seafood product variety expands with new launches

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Chilled processed red meat's variety to diminish while shelf stable gains momentum in meat and seafood

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