

Meals and Soups Packaging in Turkey

Market Direction | 2023-10-30 | 9 pages | Euromonitor

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Report description:

Folding cartons were gaining share as a pack type in meals and soup packaging over the review period. This is because folding cartons are generally cost-effective to produce compared to other packaging materials like glass or metal. In a price-sensitive market like Turkey, where consumers often look for value for their money, cost-efficiency is a key consideration for manufacturers. Moreover, this pack type is lightweight and easy to carry, making it suitable for on-the-go consumption as well as...

Euromonitor International's Meals and Soups Packaging in Turkey report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups Packaging 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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Table of Contents:

Meals and Soups Packaging in Turkey

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List Of Contents And Tables

MEALS AND SOUPS PACKAGING IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Folding cartons popular for the convenience they offer in meals and soups packaging

Plastic pouches are favoured as they are considered practical

Flexible plastic continues to lead frozen ready meals, but other pack types are gaining share

PROSPECTS AND OPPORTUNITIES

Folding cartons expected to become the main pack type in shelf stable ready meals

The 220-260g pack size range is expected to gain share over the forecast period

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