

HW Cooking Ingredients and Meals in Turkey

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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Report description:

Turkey has a long history of consumers enjoying dips, although these are often either made from scratch at home, or consumed in neighbourhood restaurants. However, recently there has been an increase in the availability of packaged dips, which are traditionally consumed at breakfast. These dips include acuka, which is a red pepper dip with walnuts; lutenitsa, which is a spread with red peppers and aubergines; and other dips that are typically consumed at breakfast and are available in packaged f...

Euromonitor International's HW Cooking Ingredients and Meals in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the HW Cooking Ingredients and Meals 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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HW COOKING INGREDIENTS AND MEALS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing preference for natural and organic formulations in sauces dips and condiments and sweet spreads, while low/no fat also continues to grow

In 2022, natural maintains the lead in health and wellness cooking ingredients and meals, with consumers looking to avoid overprocessed foods

Interest in meat free products increasing

PROSPECTS AND OPPORTUNITIES

Established players face competition from local players in sauces dips and condiments and sweet spreads

Natural also set to see the most promising absolute growth to 2027, with advice to use natural olive oil rather than other less healthy fats

Skin health could be one to watch during the forecast period

CATEGORY DATA

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HEALTH AND WELLNESS IN TURKEY

EXECUTIVE SUMMARY

Overview

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