

## **Meals and Soups in Turkey**

Market Direction | 2024-10-28 | 23 pages | Euromonitor

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### **Report description:**

The meals and soup landscape saw positive retail value and volume growth in 2024, with volume growth of 5% and double-digit retail value sales. As inflation impacts buying habits in Turkey, this has challenged foodservice, with consumers increasingly looking to eat and cook within the household. Frozen and chilled ready meals led retail volume growth, with consumers appreciating the ease and convenience of these options. Another factor that supports positive sales growth in chilled ready meals i...

Euromonitor International's Meals and Soups 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

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 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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reliable information resources to help drive informed strategic planning.

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