

Rice, Pasta and Noodles in Turkey

Market Direction | 2024-11-13 | 29 pages | Euromonitor

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Report description:

Reis Gida was the first company in Turkey to implement fixed pricing. In 2024, it announced that it would freeze prices again for that year in a strategy to help consumers during rising inflation. As a leading brand in rice, bulgur, red and green lentils, dried beans, and chickpeas, Reis has committed maintaining the price list declared on January 20, 2024, until the end of Ramadan, which began on March 11th. This decision ensured price stability for approximately 80 days, providing consumers wi...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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Euromonitor International
November 2024

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