

## **Processed Fruit and Vegetables Packaging in Turkey**

Market Direction | 2024-07-02 | 9 pages | Euromonitor

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### **Report description:**

After several years of solid growth since the pandemic started in 2020, total processed fruit and vegetables packaging volumes declined in Turkey in 2023. However, while frozen processed fruit and vegetables maintained solid although slower growth, this was outweighed by the decline seen in the dominant category of shelf stable fruit and vegetables. An increasing number of consumers are aware of the nutritional benefits of frozen fruit and vegetables, which are often perceived as a convenient an...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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 Fruit and Vegetables 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.

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PROCESSED FRUIT AND VEGETABLES PACKAGING IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic witnesses an upswing in the packaging of frozen processed fruit and vegetables

1,000g pack size gains share in packaging frozen processed potatoes in flexible plastic

Plastic pouches gains share in shelf stable beans

PROSPECTS AND OPPORTUNITIES

Plastic pouches set to witness a rise in shelf stable vegetables during the forecast period

Metal food cans expected to see growth in shelf stable tomatoes due to long shelf life and advances in manufacturing

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