

Soups in Turkey

Industry Report | 2025-10-30 | 44 pages | MarketLine

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Report description:

Soups in Turkey

Summary

Soups in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Soups market includes the retail sales of ambient soup, chilled soup, dried soup (mixes), frozen soup, and UHT soup.
- The Turkish soups market recorded revenues of \$83.9 million in 2024, representing a negative compound annual growth rate (CAGR) of 5.0% between 2019-24.
- Market consumption volume increased with a CAGR of 9.3% between 2019-24, reaching a total of 25.8 million kilograms in 2024.
- The contraction of the Turkish soups market during 2019-24 is primarily due to high inflation, currency weakness, and stagnating real incomes, which eroded consumer purchasing power and made consumers more price-sensitive, thereby reducing demand for higher-value packaged food items such as branded soups.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the soups market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the soups market in Turkey
- Leading company profiles reveal details of key soups market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey soups market with five year

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forecasts by both value and volume

Reasons to Buy

- What was the size of the Turkey soups market by value in 2024?
- What will be the size of the Turkey soups market in 2029?
- What factors are affecting the strength of competition in the Turkey soups market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey's soups market?

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