

# Frozen Food Market in Turkey to 2013

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## Abstracts

### Introduction

This databook provides key data and information on the frozen food market in Turkey. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

\*Contains information on: Frozen Meat, Frozen vegetables, Frozen ready meals, fish/seafood, Frozen potato, pizza, Frozen desserts, Frozen bakery & Frozen fruit

\*Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

\*Category level company and brand share as well as distribution share information for 2007 and 2008

\*Review of the top two companies within the frozen food market, including company overview, key facts and business description

### Highlights

The market for frozen food in Turkey increased at a compound annual growth rate of 3.7% between 2003 and 2008.

The frozen meat products category led the frozen food market in Turkey, accounting for a share of 62.4%.

Leading players in Turkish frozen food market include Tat Konserve San. A.S., Aytaç Dis Tic Yatirim San A.S. and Super Fresh Co., Ltd.

### **Reasons to Purchase**

\*Develop business strategies by understanding the quantitative trends within the frozen food market in Turkey

\*Design effective marketing and sales strategies by identifying key market categories and segments

\*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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