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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%.

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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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