

Cooking Ingredients and Meals in Turkey

<https://marketpublishers.com/r/CE1FCAF21D92EN.html>

Date: November 2023

Pages: 55

Price: US\$ 2,100.00 (Single User License)

ID: CE1FCAF21D92EN

Abstracts

The main influence on sales of cooking ingredients and meals in Turkey in 2023 was the ongoing economic crisis that continues to undermine the spending power of the vast majority of local consumers. The population of Turkey continues to grapple with persistently high inflation, which progressively erodes purchasing power on a daily basis. This phenomenon has undeniably had a major impact on the entire packaged food industry, forcing consumers to make major changes to their consumption patterns a...

Euromonitor International's Cooking Ingredients and Meals 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Edible Oils, Meals and Soups, Sauces, Dips and Condiments, Sweet Spreads.

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

Why buy this report?

Get a detailed picture of the Cooking Ingredients and Meals 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Cooking Ingredients and Meals in Turkey

Euromonitor International

November 2023

List Of Contents And Tables

COOKING INGREDIENTS AND MEALS IN TURKEY

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 1 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 Penetration of Private Label by Category: % Value 2018-2023

Table 8 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 9 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 10 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 11 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

EDIBLE OILS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rampant inflation translates into phenomenal value growth for edible oils in 2023

Turkey's domestic olive oil production hits record highs during 2023

Buoyant tourism flows drive growth in foodservice volume sales of edible oils

PROSPECTS AND OPPORTUNITIES

Maintaining affordable prices set to remain the primary aim for category players

Olive oil's healthy image set to prove crucial as consumption continues to increase

The government of Turkey to continue subsidising sunflower oil production

CATEGORY DATA

Table 13 Sales of Edible Oils by Category: Volume 2018-2023

Table 14 Sales of Edible Oils by Category: Value 2018-2023

Table 15 Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 16 Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Edible Oils: % Value 2019-2023

Table 18 LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 19 Distribution of Edible Oils by Format: % Value 2018-2023

Table 20 Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 21 Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 22 Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

MEALS AND SOUPS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in ready meals flows from widening of product range in the category

A major shakeup in shelf stable soup as Knorr exits the category

Small packs come to the fore as falling purchasing power puts pressure on spending

PROSPECTS AND OPPORTUNITIES

Development of ready meals to continue focusing on new products and small packs

Wider range of products and higher quality to support growth in chilled ready meals

Frozen ready meals to continue benefiting from long shelf life and value for money

CATEGORY DATA

Table 24 Sales of Meals and Soups by Category: Volume 2018-2023

Table 25 Sales of Meals and Soups by Category: Value 2018-2023

Table 26 Sales of Meals and Soups by Category: % Volume Growth 2018-2023

Table 27 Sales of Meals and Soups by Category: % Value Growth 2018-2023

Table 28 Sales of Chilled Ready Meals by Ethnicity: % Value 2018-2023

Table 29 Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023

Table 30 Sales of Soup by Leading Flavours: Rankings 2018-2023

Table 31 NBO Company Shares of Meals and Soups: % Value 2019-2023

Table 32 LBN Brand Shares of Meals and Soups: % Value 2020-2023

Table 33 Distribution of Meals and Soups by Format: % Value 2018-2023

Table 34 Forecast Sales of Meals and Soups by Category: Volume 2023-2028

Table 35 Forecast Sales of Meals and Soups by Category: Value 2023-2028

Table 36 Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028

Table 37 Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

SAUCES, DIPS AND CONDIMENTS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foodservice volume growth outpaces retail volume growth due to rising tourism flows
Private label benefits as discounters respond to economic woe by expanding product ranges

Price competition becomes increasingly intense as consumers prioritise value for money

PROSPECTS AND OPPORTUNITIES

Variety of table sauces set to expand as consumers become more sophisticated

Pressure on spending set to continue encouraging key players to reduce pack sizes

Competition from unbranded and unpackaged alternatives to put pressure on demand

CATEGORY DATA

Table 38 Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023

Table 39 Sales of Sauces, Dips and Condiments by Category: Value 2018-2023

Table 40 Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023

Table 41 Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023

Table 42 Sales of Other Sauces and Condiments by Type: Rankings 2018-2023

Table 43 NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023

Table 44 LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023

Table 45 Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023

Table 46 Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028

Table 47 Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028

Table 48 Forecast Sales of Sauces, Dips and Condiments by Category: % Volume

Growth 2023-2028

Table 49 Forecast Sales of Sauces, Dips and Condiments by Category: % Value

Growth 2023-2028

SWEET SPREADS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Honey and nut and seed based spreads benefit from trend towards healthy eating

Jams and preserves benefits from its reputation as a budget-friendly option

Sales growth in chocolate spreads undermined by high prices and non-essential status

PROSPECTS AND OPPORTUNITIES

Further price rises ahead for chocolate spreads, with pressure on demand set to remain

Nut and seed based spreads to benefit from weak demand for chocolate spreads

The positions of trusted honey brands set to improve due to scepticism over quality

CATEGORY DATA

Table 50 Sales of Sweet Spreads by Category: Volume 2018-2023

Table 51 Sales of Sweet Spreads by Category: Value 2018-2023

Table 52 Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 53 Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 54 Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 55 NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 56 LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 57 Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 58 Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 59 Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 60 Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 61 Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

I would like to order

Product name: Cooking Ingredients and Meals in Turkey

Product link: <https://marketpublishers.com/r/CE1FCAF21D92EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CE1FCAF21D92EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970