

Dried Processed Food in Turkey

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Abstracts

Despite flat total volume growth dried processed food registered current value growth of 19% in 2014. This was notably higher than the review period CAGR of 8% and was driven by higher-than-expected price increases, especially in rice in 2014.

Euromonitor International's Dried Processed Food in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Dehydrated Soup, Dessert Mixes, Dried Pasta, Dried Ready Meals, Instant Noodles, Instant Soup, Plain Noodles, Rice.

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

Why buy this report?

Get a detailed picture of the Dried Processed Food 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.

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Increased Demand for Packaged Food Promising Convenience

Artisanal Products Continue To Decline at Benefit of Packaged Food Products

Modern Grocery Gains at Cost of Independent Small Grocers

Positive Outlook for Packaged Food Over Forecast Period

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Rapid Urbanisation and High Rate of Young Population Stimulate Growth

Increasing Demand for Health and Wellness Products

Share of Private Label Products Increases

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