

HW Cooking Ingredients and Meals in Turkey

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Date: November 2023

Pages: 13

Price: US\$ 990.00 (Single User License)

ID: H551E12B0580EN

Abstracts

Turkey has a long history of consumers enjoying dips, although these are often either made from scratch at home, or consumed in neighbourhood restaurants. However, recently there has been an increase in the availability of packaged dips, which are traditionally consumed at breakfast. These dips include acuka, which is a red pepper dip with walnuts; lutenitsa, which is a spread with red peppers and aubergines; and other dips that are typically consumed at breakfast and are available in packaged f...

Euromonitor International's HW Cooking Ingredients and Meals in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW 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 HW 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.

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Euromonitor International
January 2024

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Growing preference for natural and organic formulations in sauces dips and condiments and sweet spreads, while low/no fat also continues to grow

In 2022, natural maintains the lead in health and wellness cooking ingredients and meals, with consumers looking to avoid overprocessed foods

Interest in meat free products increasing

PROSPECTS AND OPPORTUNITIES

Established players face competition from local players in sauces dips and condiments and sweet spreads

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HEALTH AND WELLNESS IN TURKEY

EXECUTIVE SUMMARY

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