

Packaged Food in Turkey

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Abstracts

During the COVID-19 crisis, the average number of meals consumed in the home rose to four from 1-2. This is due to an increased number of consumers working from home during the pandemic, which means they are more likely to consumer meals at home. This is expected to have a positive effect on retail sales of packaged food in Turkey, as consumers require more cooking ingredients as well as convenient and easy-to-prepare meal options to eat at home. Pasta, rice and bread are expected to see a parti...

Euromonitor International's Packaged 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Cooking Ingredients and Meals, Dairy Products and Alternatives, Snacks, Staple Foods.

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

Why buy this report?

Get a detailed picture of the Packaged 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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