

# Processed Meat and Seafood in Turkey

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## Abstracts

COVID-19 is expected to lead to growing demand for products in processed meat and seafood as consumers eat more meals at home and stockpile non-perishable options. In this category, however, changing breakfast habits are expected to have a particular impact, driving sales in chilled processed meat in 2020. Although prior to the outbreak of COVID-19 many would opt for quick and convenient breakfast options, or would skip breakfast altogether, during the COVID-19 lockdown, many consumers switched...

Euromonitor International's Processed Meat and Seafood 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:** Meat Substitutes, Processed Meat, Processed Seafood.

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

## Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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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### KEY DATA FINDINGS

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COVID-19 leads to rising demand for chilled processed meat as a breakfast option

COVID-19 lifestyle changes and health fears drive shift in product formats and retailer preferences

Pinar retains leadership through advertising and innovative launches remaining top of mind amongst consumers

#### RECOVERY AND OPPORTUNITIES

Brand loyalty set to take root in Turkey as a result of increased hygiene awareness from COVID-19

Frozen processed seafood and shelf stable seafood will continue to grow thanks to pre-COVID-19 upwards trends

Frozen processed red meat set to grow thanks to expanding range of products and availability

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