

Processed Meat and Seafood Packaging in Turkey

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Abstracts

The influence of the COVID-19 pandemic and the restrictions that were implemented in an effort to curb the spread of the virus boosted unit volumes in processed meat and seafood packaging during 2020, with this continuing into 2021. In particular, the quarantine lockdown that was implemented during the early stages of the COVID-19 pandemic boosted demand for a wide variety of products categorised under processed meat and seafood. With consumer foodservice outlets closed, consumers were preparing...

Euromonitor International's Processed Meat and Seafood Packaging in Turkey report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Meat and seafood substitutes inc Tofu, 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 Packaging 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.

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Thin wall plastic containers the main pack type in processed meat and seafood

PROSPECTS AND OPPORTUNITIES

Healthier eating habits expected to continue developing in the post-COVID-19 era

Shift towards working from home could support continued growth in processed meat and seafood

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