

# Processed Fruit and Vegetables Packaging in Turkey

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## Abstracts

Frozen processed fruit and vegetables packaging recorded double-digit percentage growth in its unit volumes for the third year in a row in 2022 in Turkey. This was due to a growing awareness of the nutritional benefits of frozen fruits and vegetables, which are often perceived as a convenient and healthy alternative to fresh produce. Frozen products offer longer shelf life and reduced food waste, making them an attractive choice for consumers looking to minimise their environmental footprint. In...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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 Fruit and Vegetables 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.

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  
February 2024

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KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

Frozen processed fruit and vegetables packaging continues to see strong growth in 2022

Metal food cans, glass jars and flexible plastic the main pack types in processed fruit and vegetables

The 450g pack is the main size in processed fruit and vegetables packaging

### **PROSPECTS AND OPPORTUNITIES**

Flexible plastic will continue gaining pack type share over the forecast period

The 650g pack is expected to see growth due to shifting consumer preferences

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