

Processed Meat and Seafood Packaging in Turkey

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Abstracts

Processed meat and seafood continued to record positive unit volume sales growth in Turkey in 2022, driven by the relative affordability of processed products compared to fresh ones. With inflation rates soaring in the country in 2022 as the value of the Turkish lira plunged, this put major pressure on household incomes. As a result, home cooking persisted in the post-pandemic environment and consumers were also looking to trade down in their food choices. Processed meat and seafood products are...

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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Contents

Processed Meat and Seafood Packaging in Turkey
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LIST OF CONTENTS AND TABLES

PROCESSED MEAT AND SEAFOOD PACKAGING IN TURKEY
KEY DATA FINDINGS

2022 DEVELOPMENTS

Affordability continues to drive volume sales in processed meat and seafood
Thin wall plastic containers the main pack type in processed meat and seafood
More double-digit growth for shelf stable seafood, boosting metal food cans and stand-up pouches

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to continue gaining share in chilled processed meat packaging
Healthier eating habits and continued remote working could support sales

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