

Ready Meals Packaging in Turkey

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Abstracts

As consumers had been spending more time at home during the pandemic, but were wearying of preparing their own meals or were still working, even if from home, and had less time for meal preparation, they were increasingly opting for frozen ready meals in 2021. This was particularly the case for better-off Turkish consumers who could afford to choose such ready meals. This was therefore increasing the packaging unit volumes of main pack type flexible plastic used in frozen ready meals in 2021, al...

Euromonitor International's Ready Meals 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: Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

Why buy this report?

Get a detailed picture of the Ready Meals 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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Strong growth for frozen ready meals in 2021

Even metal food cans sees rising unit volumes in shelf stable ready meals in 2021

Glass jars loses ground in shelf stable ready meals due to concerns over its fragility

PROSPECTS AND OPPORTUNITIES

Flexible plastic will continue to lead frozen ready meals, but other pack types will be gaining share

Folding cartons to continue gaining share in shelf stable ready meals

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