

Prepared Meals in Turkey

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Abstracts

Prepared Meals in Turkey

SUMMARY

Prepared Meals in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The prepared meals market consists of the retail sale of ready meals, chilled & frozen pizzas and meal kits, which only require heating before serving or provided with prepared ingredients which are then combined to an individual's preference when being cooked. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Turkish prepared meals market had total revenues of \$38.8m in 2019, representing a compound annual growth rate (CAGR) of 11.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.2% between 2015 and 2019, to reach a total of 11.7 million kilograms in 2019.

Despite unstable economic conditions such as rising unemployment rates and declining consumer purchasing power the market recorded strong growth during

the review period.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the prepared meals market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the prepared meals market in Turkey

Leading company profiles reveal details of key prepared meals market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey prepared meals market with five year forecasts

REASONS TO BUY

What was the size of the Turkey prepared meals market by value in 2019?

What will be the size of the Turkey prepared meals market in 2024?

What factors are affecting the strength of competition in the Turkey prepared meals market?

How has the market performed over the last five years?

Who are the top competitors in Turkey's prepared meals market?

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COMPANIES MENTIONED

Yasar Holding AS

Nomad Foods Limited

Y?ld?z Holding Inc

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