

Sauces, Dips and Condiments in Turkey

November 2023

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Sauces, Dips and Condiments in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Foodservice volume growth outpaces retail volume growth due to rising tourism flows
Private label benefits as discounters respond to economic woe by expanding product ranges
Price competition becomes increasingly intense as consumers prioritise value for money

PROSPECTS AND OPPORTUNITIES

Variety of table sauces set to expand as consumers become more sophisticated
Pressure on spending set to continue encouraging key players to reduce pack sizes
Competition from unbranded and unpackaged alternatives to put pressure on demand

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