

Processed Meat, Seafood and Alternatives To Meat in Turkey

November 2023

Table of Contents

Processed Meat, Seafood and Alternatives To Meat in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players introduce smaller portions and pack sizes to widen the appeal of processed red meat

Processed poultry benefits from red meat price increases

Processed seafood product variety expands with new launches

PROSPECTS AND OPPORTUNITIES

Discounting and price promotions are expected to remain a key competitive tool

Chilled processed red meat's variety to diminish while shelf stable gains momentum in meat and seafood

Product offers are expected to adapt to meet price competition needs

CATEGORY DATA

- Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023
- Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023
- Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023
- Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023
- Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023
- Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023
- Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023
- Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023
- Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023
- Table 10 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023
- Table 11 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023
- Table 12 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023
- Table 13 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028
- Table 14 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Staple Foods in Turkey - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

- Table 15 Sales of Staple Foods by Category: Volume 2018-2023
- Table 16 Sales of Staple Foods by Category: Value 2018-2023
- Table 17 Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 18 Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 19 NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 20 LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 21 Penetration of Private Label by Category: % Value 2018-2023
- Table 22 Distribution of Staple Foods by Format: % Value 2018-2023
- Table 23 Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 24 Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 25 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 26 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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