

# Processed Fruit and Vegetables in Turkey

November 2023

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#### 2023 DEVELOPMENTS

Processed fruit and vegetables sees exponential retail current value despite stagnant retail volume sales

Storage advantage and widening varieties boost frozen processed vegetables and potatoes

Foodservice volume growth is limited despite rebound in tourism flows

#### PROSPECTS AND OPPORTUNITIES

Frozen processed vegetables and potatoes to develop with expanding product ranges and new competitors

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Strong economic pressure to drive a preference for home-made solutions

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