

# Meals and Soups in Turkey

November 2023

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#### Meals and Soups in Turkey - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Positive growth in ready meals flows from widening of product range in the category A major shakeup in shelf stable soup as Knorr exits the category Small packs come to the fore as falling purchasing power puts pressure on spending

#### PROSPECTS AND OPPORTUNITIES

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