



**Euromonitor
International**

Meals and Soups Packaging in Türkiye

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Single-serve formats track urban and value demand

WHAT'S NEXT?

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Urbanisation, premiumisation and value reshape pack sizes

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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