



Processed Fruit and Vegetables in Turkey

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Storage advantage and widening varieties boost sales of frozen products
- Increase in plant based goods as innovations focus on vegetarian or vegan consumers
- Expanding variety as innovations focuses on various global cuisines

PROSPECTS AND OPPORTUNITIES

- Frozen processed vegetables and potatoes are projected to see healthy growth
- Sustainable efforts will continue within processed fruits and vegetables
- Online purchases will rise as the presence of processed fruits and vegetable expands

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Staple Foods in Turkey - Industry Overview

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