



Euromonitor
International

Staple Foods in Turkey

November 2024

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DISCLAIMER

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2024 DEVELOPMENTS

- Bread prices continue to increase while weight of bread is reduced
- New regulations determine the prices of bread and traditional bagels
- Investment in new gluten free products as major chains expand availability

PROSPECTS AND OPPORTUNITIES

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- Muesli and granola align with healthy living trends to record solid growth
- Rise in gluten free products boosts innovation on the breakfast cereal landscape

PROSPECTS AND OPPORTUNITIES

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Processed Fruit and Vegetables in Turkey

KEY DATA FINDINGS

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- Expanding variety as innovations focuses on various global cuisines

PROSPECTS AND OPPORTUNITIES

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- Polonez launches gluten-free Turkish Pastrami, appealing to consumers with celiac
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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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