



Processed Meat, Seafood and Alternatives To Meat in Turkey

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Players introduce smaller portions and pack sizes to widen the appeal of processed red meat
Polonez launches gluten-free Turkish Pastrami, appealing to consumers with celiac
Product variety expands with both premium and budget friendly launches

PROSPECTS AND OPPORTUNITIES

Retail volume and value growth is driven by affordability and health properties
Sustainability efforts will continue to expand over the forecast period
Players focus on strategies to enhance retail volume sales during the forecast period

CATEGORY DATA

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- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
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Staple Foods in Turkey - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key Trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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