



Euromonitor
International

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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Cooking Ingredients and Meals in Turkey - Industry Overview

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