

# 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

Development of ready meals to continue focusing on new products and small packs  
Wider range of products and higher quality to support growth in chilled ready meals  
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