



Processed Fruit and Vegetables in Turkey

November 2025

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Processed Fruit and Vegetables in Turkey - Category analysis

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2025 DEVELOPMENTS

Private label is key driver of volume sales

INDUSTRY PERFORMANCE

Frozen processed vegetables enjoy steady volume growth

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WHAT'S NEXT?

Strong growth potential for frozen processed foods

Deeper corporate commitment to sustainability

Convenience and ease of use will drive e-commerce sales

COMPETITIVE LANDSCAPE

Hard discount retailer BIM leads the category

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Consumers shift towards local products for sustainable reasons

WHAT'S NEXT?

Positive outlook for frozen and smaller formats

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Growth potential for artisanal products

COMPETITIVE LANDSCAPE

BİM Birleşik Magazacılık takes the lead in highly fragmented category

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