



Euromonitor  
International

# 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

Frozen processed potatoes gain appeal

#### 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

Konya Seker San ve Tic AS stands out by appealing to demands for natural products

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Healthy performance despite high costs of living

Consumers shift towards local products for sustainable reasons

#### WHAT'S NEXT?

Positive outlook for frozen and smaller formats

Changing diets reflect rising demand for plant-based and vegan options

Growth potential for artisanal products

## COMPETITIVE LANDSCAPE

BİM Birleşik Magazacılık takes the lead in highly fragmented category

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