



Euromonitor
International

Self-Service Cafeterias in Turkey

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Self-service cafeterias face pressure from limited-service formats

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Self-service cafeterias register lacklustre performance

Independent benefit from greater agility

Self-service cafeterias expand off-premise fulfilment

WHAT'S NEXT?

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Acceleration of omnichannel fulfilment to meet growing demand

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Consumers trade down while operators adapt menus and portion sizes amid inflation

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Inflationary pressures constrain household spending

Online ordering has become integral to the industry

Operators favour retention over reach

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Modest growth anticipated as operators balance innovation and affordability

Shift towards innovative formats and menu experiences

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TAB Gıda San ve Tic AS leads sales

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