



Euromonitor
International

Full-Service Restaurants in Turkey

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Full-Service Restaurants in Turkey - Category analysis

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2025 DEVELOPMENTS

Full-service restaurants adapt to challenging operating conditions

INDUSTRY PERFORMANCE

Foodservice sales rise in full-service restaurants, despite price pressures

Chained Middle Eastern full-service restaurants lead growth

Fulfilment continues to evolve, as players expand reach beyond physical locations

WHAT'S NEXT?

Middle-Eastern outlets will maintain their dominance, while Asian establishments will see strongest growth

Full-service restaurants strengthen omnichannel fulfilment to capture growing off-premise demand

Sustainable gastronomy gains momentum

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Independents hold larger share

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DISCLAIMER

Consumer Foodservice in Turkey - Industry Overview

EXECUTIVE SUMMARY

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

WHAT'S NEXT?

Modest growth anticipated as operators balance innovation and affordability

Shift towards innovative formats and menu experiences

Sustainability to become integral part of foodservice operations

COMPETITIVE LANDSCAPE

TAB Gıda San ve Tic AS leads sales

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