



**Euromonitor
International**

Rice, Pasta and Noodles in Turkey

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bright performance for rice, pasta and noodles

INDUSTRY PERFORMANCE

Price stability and innovation drives strong volume growth

Chilled pasta appeals as modern lifestyles evolve

WHAT'S NEXT?

Rapid growth in pasta boosted by domestic production

Players will cater to evolving preferences for low-carb and higher protein pasta and noodles

Efforts to put sustainability higher on the corporate agenda will continue

COMPETITIVE LANDSCAPE

BİM Birlesik Magazacilik leads with popular private label and “everyday low prices” strategy

Nissin Yildiz Gida develops the instant noodles category

CHANNELS

Discounters emerge as leading distribution channel

Strong preference for online shopping among urban households

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 8 - NBO Company Shares of Rice: % Value 2021-2025

Table 9 - LBN Brand Shares of Rice: % Value 2022-2025

Table 10 - NBO Company Shares of Pasta: % Value 2021-2025

Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 12 - NBO Company Shares of Noodles: % Value 2021-2025

Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 15 - Distribution of Rice by Format: % Value 2020-2025

Table 16 - Distribution of Pasta by Format: % Value 2020-2025

Table 17 - Distribution of Noodles by Format: % Value 2020-2025

Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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Staple Foods in Turkey - Industry Overview

EXECUTIVE SUMMARY

Price sensitivity shapes overall category performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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 Bırselik Magazacilik takes the lead in highly fragmented category

Unifo Gıda San Ve Tic AS gains traction with Tada brand

CHANNELS

Consumers conduct more frequent shopping trips

Retail e-commerce gains traction

MARKET DATA

Table 22 - Sales of Staple Foods by Category: Volume 2020-2025

Table 23 - Sales of Staple Foods by Category: Value 2020-2025

Table 24 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 25 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 27 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 28 - Penetration of Private Label by Category: % Value 2020-2025

Table 29 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 30 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 31 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 32 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 33 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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