



Euromonitor
International

Limited-Service Restaurants in Turkey

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Limited-Service Restaurants in Turkey - Category analysis

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2025 DEVELOPMENTS

Limited-service restaurants balance affordability, scale and digital momentum

INDUSTRY PERFORMANCE

Limited-service restaurants remain resilient amid affordability and convenience

Chained pizza outlets lead through innovation, efficiency and digital engagement

Delivery grows in importance

WHAT'S NEXT?

Chains expand through scale while independents lean on delivery platforms to sustain reach

Drive-through and delivery to gain momentum

Börek and traditional pastries fuel growth in bakery-focused outlets

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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

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