



Cooking Ingredients and Meals in Turkey

November 2025

Table of Contents

Cooking Ingredients and Meals in Turkey

EXECUTIVE SUMMARY

Inflation and home cooking drive growth in cooking ingredients and meals in Turkey

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Shifts in consumer behaviour drive growth in cooking ingredients and meals

Pricing pressures lead retailers to focus on promotional campaigns and discounts

Home cooking sustains demand for affordable, traditional ingredients

WHAT'S NEXT?

The rising trend of home cooking is set to drive shifts in cooking ingredients and meals

Convenience and innovation are expected to drive growth across the forecast period

Retail e-commerce and digital channels are set to influence the forecast performance

COMPETITIVE LANDSCAPE

BİM Birlesik Magazacilik and Bunge Gıda Sanayi ve Ticaret lead cooking ingredients and meals in 2025

Olive oil brand Kristal boosts growth for Kristal Ticaret ve Sanayi Kontuvarı AS

CHANNELS

Discounters strengthen its presence, however brand trust remains key in some categories

Convenience, competitive pricing and enhanced logistics boosts growth for retail e-commerce

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Edible oils sustain double-digit value growth supported by home cooking trends

Olive oil drives value growth as consumers appreciate its heart-healthy properties

WHAT'S NEXT?

Alternative oils gain traction as health-conscious and cost-savvy consumers diversify purchases
Olive oil is poised to expand as health-conscious choices shape consumer demand
Economic pressures and innovation are set to influence edible oils

COMPETITIVE LANDSCAPE

Discounters and established brands shape edible oils in 2025
Kristal Ticaret ve Sanayi Kontuvari AS records the strongest uplift in share

CHANNELS

Supermarkets remain the leading channel, as consumers appreciate a wide product assortments
Competitive pricing allows discounters to gain share within edible oils

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Turkey](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Growing demand for home based meal solutions drives value growth in meals and soups
Product launches focused on nostalgia and convenience drive growth in ready meals

WHAT'S NEXT?

Frozen ready meals is set to drive growth as convenience and affordability shape consumer choice
Low-sugar, gluten-free, high protein and functional options are set to gain ground
Chilled ready meals is set for growth as innovation, quality, and convenience drive appeal

COMPETITIVE LANDSCAPE

BİM Birlesik Magazacilik AS increases its lead through new product launches
Carrefour SA Sabanci and Sok Marketler lead growth through innovation, value, and convenience

CHANNELS

Discounters lead meals and soups in Turkey as affordability and convenience drive consumer choice
Hypermarkets and discounters drive meals and soups growth through value and convenience

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sauces, Dips and Condiments in Turkey](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Flavour innovation and evolving consumer preferences shape the performance of sauces, dips and condiments

Dips and mustard lead value growth in Turkey's sauces, dips, and condiments

WHAT'S NEXT?

Rising consumer demand and home cooking will support growth in sauces, dips and condiments

Health and wellness trends are set to drive innovation in sauces, dips and condiments

Digital innovation and global flavour trends drive growth in sauces, dips and condiments

COMPETITIVE LANDSCAPE

BIM leads sauces, dips and condiments through strategic pricing and private label innovation

Carrefour SA drives growth through private label innovation and digital engagement

CHANNELS

Supermarkets maintains its dominance in sauces, dips and condiments despite a slight share decline

Discounters lead growth in sauces, dips and condiments through affordability and accessibility

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sweet Spreads in Turkey](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Chocolate-nut spreads and honey drive value growth in sweet spreads in 2025

Nut and seed based spreads lead growth for sweet spreads in 2025

WHAT'S NEXT?

Sweet spreads will navigate growth during rising cocoa costs and shifting consumer preferences

Honey brands in Turkey will aim to strengthen consumer trust amid quality concerns

Nut and seed based spreads will diversify through technological innovation and product expansion

COMPETITIVE LANDSCAPE

Ferrero Türkiye leads sweet spreads through Nutella's ongoing appeal

Torku strengthen its competitive position in sweet spreads through strategic pricing and brand trust

CHANNELS

Discounters solidifies its lead in sweet spreads through affordability and accessibility

Retail e-commerce records strong growth as consumers appreciate convenience and a wider product selection

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-turkey/report.