



**Euromonitor
International**

Staple Foods in Turkey

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Staple Foods in Turkey

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 Birlesik Magazacilik takes the lead in highly fragmented category

Unifo Gıda San Ve Tic AS gains traction with Tada brand

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Retail e-commerce gains traction

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Baked Goods in Turkey

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Stable consumption despite rising inflationary pressures

INDUSTRY PERFORMANCE

Shrinkflation is adopted to ensure products remain affordable

Consumers rely on flat bread in packaged formats promising longer shelf life

WHAT'S NEXT?

Economic pressures will continue to shape consumer demand
Healthier lines set to evolve in the upcoming years
Sustainable attributes and practices will continue to evolve

COMPETITIVE LANDSCAPE

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Simsek Biskuvi ve Gida Sanayi gains traction with affordable premium lines

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[Breakfast Cereals in Turkey](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable options and health appeal drives volume growth

INDUSTRY PERFORMANCE

Private label development propels category growth
Granola and muesli witness growth as consumers adopt healthier diets

WHAT'S NEXT?

Specialist offerings will address changing dietary preferences
Players will respond to healthier everyday diets
Product development to focus on nutritional and flavour combinations

COMPETITIVE LANDSCAPE

Multinational Nestlé leads in breakfast cereals
FFT Gida San ve Tic enjoys dynamism with its healthy and natural cereals

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INDUSTRY PERFORMANCE

Frozen processed vegetables enjoy steady volume growth

Frozen processed potatoes gain appeal

WHAT'S NEXT?

Strong growth potential for frozen processed foods

Deeper corporate commitment to sustainability

Convenience and ease of use will drive e-commerce sales

COMPETITIVE LANDSCAPE

Hard discount retailer BIM leads the category

Konya Seker San ve Tic AS stands out by appealing to demands for natural products

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Players entice price sensitive consumers with affordable products

INDUSTRY PERFORMANCE

Shrinkflation strategies are embraced by brands and private label amid persistently high inflation

Shelf-stable poultry gains appeal out of convenience and affordability

WHAT'S NEXT?

Price promotions and discount offers to remain vital strategies

Industry-wide commitment to environmental responsibility

Players will innovate by catering to specific health needs

COMPETITIVE LANDSCAPE

Established player Pinar Et leads this fragmented landscape

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[Rice, Pasta and Noodles in Turkey](#)

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
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