

Consumer Foodservice in Turkey

Market Direction | 2024-02-15 | 99 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The market witnessed significant damage and losses due to a massive and destructive earthquake that occurred on 6 February 2023, affecting 11 provinces in east and southeast Turkey. The major earthquake impacted provinces with a special role in gastronomy of the country, and therefore, consumer foodservice. It also cast a shadow of mourning across the country throughout the first half of the year. Industry players stated that this mourning affected overall consumption levels for the first six mo...

Euromonitor International's Consumer Foodservice in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Foodservice market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Foodservice in Turkey
Euromonitor International
February 2024

List Of Contents And Tables

CONSUMER FOODSERVICE IN TURKEY

EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture

2023 key trends

Competitive landscape

Independent foodservice developments

What next for consumer foodservice?

MARKET DATA

Table 1 Units, Transactions and Value Sales in Consumer Foodservice 2018-2023

Table 2 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023

Table 3 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023

Table 4 Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023

Table 5 Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023

Table 6 Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023

Table 7 Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023

Table 8 Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2018-2023

Table 9 GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023

Table 10 □GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023

Table 11 □GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023

Table 12 □Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028

Table 13 □Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LIMITED-SERVICE RESTAURANTS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited-service restaurants enjoys robust growth across metrics

Chicken and pizza establishments gain popularity

Cig kofte players develop aggressively

PROSPECTS AND OPPORTUNITIES

Pizza limited-service restaurants to continue to leverage wider availability and menus to grow consumer foodservice shares

Popularity of borek supports development and growth of bakery products limited-service restaurants

Chains to leverage economies of scale of offset strong financial pressures

CATEGORY DATA

Table 14 Limited-Service Restaurants by Category: Units/Outlets 2018-2023

Table 15 Sales in Limited-Service Restaurants by Category: Number of Transactions 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales in Limited-Service Restaurants by Category: Foodservice Value 2018-2023
Table 17 Limited-Service Restaurants by Category: % Units/Outlets Growth 2018-2023
Table 18 Sales in Limited-Service Restaurants by Category: % Transaction Growth 2018-2023
Table 19 Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2018-2023
Table 20 GBO Company Shares in Chained Limited-Service Restaurants: % Foodservice Value 2019-2023
Table 21 GBN Brand Shares in Chained Limited-Service Restaurants: % Foodservice Value 2020-2023
Table 22 Forecast Limited-Service Restaurants by Category: Units/Outlets 2023-2028
Table 23 □Forecast Sales in Limited-Service Restaurants by Category: Number of Transactions 2023-2028
Table 24 □Forecast Sales in Limited-Service Restaurants by Category: Foodservice Value 2023-2028
Table 25 □Forecast Limited-Service Restaurants by Category: % Units/Outlets Growth 2023-2028
Table 26 □Forecast Sales in Limited-Service Restaurants by Category: % Transaction Growth 2023-2028
Table 27 □Forecast Sales in Limited-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

CAFES/BARS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Coffee and tea outlets benefit from availability and affordability

Bars/pubs continues on the road to recovery

Longer stays with relatively small ticket sizes

PROSPECTS AND OPPORTUNITIES

Traditional and modern specialists to gain attention in cafes

The offer of fresh bakery products is expected to spread among cafes

The choice of takeaway products is being extended

CATEGORY DATA

Table 28 Cafes/Bars by Category: Units/Outlets 2018-2023

Table 29 Sales in Cafes/Bars by Category: Number of Transactions 2018-2023

Table 30 Sales in Cafes/Bars by Category: Foodservice Value 2018-2023

Table 31 Cafes/Bars by Category: % Units/Outlets Growth 2018-2023

Table 32 Sales in Cafes/Bars by Category: % Transaction Growth 2018-2023

Table 33 Sales in Cafes/Bars by Category: % Foodservice Value Growth 2018-2023

Table 34 GBO Company Shares in Chained Cafes/Bars: % Foodservice Value 2019-2023

Table 35 GBN Brand Shares in Chained Cafes/Bars: % Foodservice Value 2020-2023

Table 36 Forecast Cafes/Bars by Category: Units/Outlets 2023-2028

Table 37 □Forecast Sales in Cafes/Bars by Category: Number of Transactions 2023-2028

Table 38 □Forecast Sales in Cafes/Bars by Category: Foodservice Value 2023-2028

Table 39 □Forecast Cafes/Bars by Category: % Units/Outlets Growth 2023-2028

Table 40 □Forecast Sales in Cafes/Bars by Category: % Transaction Growth 2023-2028

Table 41 □Forecast Sales in Cafes/Bars by Category: % Foodservice Value Growth 2023-2028

FULL-SERVICE RESTAURANTS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players look for solutions amid rising operational costs

More independents struggle to stay in business in tough economic conditions

The appeal of Asian full-service restaurants grows among affluent consumers

PROSPECTS AND OPPORTUNITIES

Middle Eastern concept to remain first choice while players also look to international operations

Tourism is expected to be a lifeline for full-service restaurants

Home delivery to retain currency

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 42 Full-Service Restaurants by Category: Units/Outlets 2018-2023

Table 43 Sales in Full-Service Restaurants by Category: Number of Transactions 2018-2023

Table 44 Sales in Full-Service Restaurants by Category: Foodservice Value 2018-2023

Table 45 Full-Service Restaurants by Category: % Units/Outlets Growth 2018-2023

Table 46 Sales in Full-Service Restaurants by Category: % Transaction Growth 2018-2023

Table 47 Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2018-2023

Table 48 GBO Company Shares in Chained Full-Service Restaurants: % Foodservice Value 2019-2023

Table 49 GBN Brand Shares in Chained Full-Service Restaurants: % Foodservice Value 2020-2023

Table 50 Forecast Full-Service Restaurants by Category: Units/Outlets 2023-2028

Table 51 □Forecast Sales in Full-Service Restaurants by Category: Number of Transactions 2023-2028

Table 52 □Forecast Sales in Full-Service Restaurants by Category: Foodservice Value 2023-2028

Table 53 □Forecast Full-Service Restaurants by Category: % Units/Outlets Growth 2023-2028

Table 54 □Forecast Sales in Full-Service Restaurants by Category: % Transaction Growth 2023-2028

Table 55 □Forecast Sales in Full-Service Restaurants by Category: % Foodservice Value Growth 2023-2028

SELF-SERVICE CAFETERIAS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Independents continue to drive self-service cafeterias

Financial metrics and business management gain importance

Players rationalise the labour force to survive

PROSPECTS AND OPPORTUNITIES

More concentrated competitive landscape is anticipated in the forecast period

Takeaway/online order operations are expected to increase in the forecast period

Meal card use to continue to threaten self-services cafeterias

CATEGORY DATA

Table 56 Self-Service Cafeterias: Units/Outlets 2018-2023

Table 57 Sales in Self-Service Cafeterias: Number of Transactions 2018-2023

Table 58 Sales in Self-Service Cafeterias: Foodservice Value 2018-2023

Table 59 Sales in Self-Service Cafeterias: % Units/Outlets Growth 2018-2023

Table 60 Sales in Self-Service Cafeterias: % Transaction Growth 2018-2023

Table 61 Sales in Self-Service Cafeterias: % Foodservice Value Growth 2018-2023

Table 62 GBO Company Shares in Chained Self-Service Cafeterias: % Foodservice Value 2019-2023

Table 63 GBN Brand Shares in Chained Self-Service Cafeterias: % Foodservice Value 2020-2023

Table 64 Forecast Self-Service Cafeterias: Units/Outlets 2023-2028

Table 65 □Forecast Sales in Self-Service Cafeterias: Number of Transactions 2023-2028

Table 66 □Forecast Sales in Self-Service Cafeterias: Foodservice Value 2023-2028

Table 67 □Forecast Self-Service Cafeterias: % Units/Outlets Growth 2023-2028

Table 68 □Forecast Sales in Self-Service Cafeterias: % Transaction Growth 2023-2028

Table 69 □Forecast Sales in Self-Service Cafeterias: % Foodservice Value Growth 2023-2028

STREET STALLS/KIOSKS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Street stalls/kiosks derives some benefit from the tough economic situation

Shoppers look for more filling, value for money corners in shopping malls

Dessert and chocolate kiosks perform well as they offer a little of what the consumer likes

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Convenience and price factors provide a competitive edge for street stalls/kiosks
Fast food and coffee-selling kiosks to grow in number and popularity in shopping malls
Independent kiosks to continue to grow their presence

CATEGORY DATA

Table 70 Street Stalls/Kiosks: Units/Outlets 2018-2023

Table 71 Sales in Street Stalls/Kiosks: Number of Transactions 2018-2023

Table 72 Sales in Street Stalls/Kiosks: Foodservice Value 2018-2023

Table 73 Street Stalls/Kiosks: % Units/Outlets Growth 2018-2023

Table 74 Sales in Street Stalls/Kiosks: % Transaction Growth 2018-2023

Table 75 Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2018-2023

Table 76 GBO Company Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2019-2023

Table 77 GBN Brand Shares in Chained Street Stalls/Kiosks: % Foodservice Value 2020-2023

Table 78 Forecast Street Stalls/Kiosks: Units/Outlets 2023-2028

Table 79 □Forecast Sales in Street Stalls/Kiosks: Number of Transactions 2023-2028

Table 80 □Forecast Sales in Street Stalls/Kiosks: Foodservice Value 2023-2028

Table 81 □Forecast Street Stalls/Kiosks: % Units/Outlets Growth 2023-2028

Table 82 □Forecast Sales in Street Stalls/Kiosks: % Transaction Growth 2023-2028

Table 83 □Forecast Sales in Street Stalls/Kiosks: % Foodservice Value Growth 2023-2028

CONSUMER FOODSERVICE BY LOCATION IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing recovery of inbound tourism flows spurs consumer foodservice through lodging

Travel consumer foodservice benefits from greater traffic flows

Non-standalone locations continue to exert pressure on the dominant standalone format

PROSPECTS AND OPPORTUNITIES

Inbound tourists to continue to drive the expansion and development of lodging consumer foodservice

Turkey's growing appeal as a global tourism destination to boost travel consumer foodservice

CATEGORY DATA

Table 84 Consumer Foodservice by Location: Units/Outlets 2018-2023

Table 85 Sales in Consumer Foodservice by Location: Number of Transactions 2018-2023

Table 86 Sales in Consumer Foodservice by Location: Foodservice Value 2018-2023

Table 87 Consumer Foodservice by Location: % Units/Outlets Growth 2018-2023

Table 88 Sales in Consumer Foodservice by Location: % Transaction Growth 2018-2023

Table 89 Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2018-2023

Table 90 Consumer Foodservice through Standalone: Units/Outlets 2018-2023

Table 91 Sales in Consumer Foodservice through Standalone: Number of Transactions 2018-2023

Table 92 Sales in Consumer Foodservice through Standalone: Foodservice Value 2018-2023

Table 93 □Consumer Foodservice through Standalone: % Units/Outlets Growth 2018-2023

Table 94 □Sales in Consumer Foodservice through Standalone: % Transaction Growth 2018-2023

Table 95 □Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2018-2023

Table 96 □Consumer Foodservice through Leisure: Units/Outlets 2018-2023

Table 97 □Sales in Consumer Foodservice through Leisure: Number of Transactions 2018-2023

Table 98 □Sales in Consumer Foodservice through Leisure: Foodservice Value 2018-2023

Table 99 □Consumer Foodservice through Leisure: % Units/Outlets Growth 2018-2023

Table 100 □Sales in Consumer Foodservice through Leisure: % Transaction Growth 2018-2023

Table 101 □Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2018-2023

Table 102 □Consumer Foodservice through Retail: Units/Outlets 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 103 □Sales in Consumer Foodservice through Retail: Number of Transactions 2018-2023

Table 104 □Sales in Consumer Foodservice through Retail: Foodservice Value 2018-2023

Table 105 □Consumer Foodservice through Retail: % Units/Outlets Growth 2018-2023

Table 106 □Sales in Consumer Foodservice through Retail: % Transaction Growth 2018-2023

Table 107 □Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2018-2023

Table 108 □Consumer Foodservice through Lodging: Units/Outlets 2018-2023

Table 109 □Sales in Consumer Foodservice through Lodging: Number of Transactions 2018-2023

Table 110 □Sales in Consumer Foodservice through Lodging: Foodservice Value 2018-2023

Table 111 □Consumer Foodservice through Lodging: % Units/Outlets Growth 2018-2023

Table 112 □Sales in Consumer Foodservice through Lodging: % Transaction Growth 2018-2023

Table 113 □Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2018-2023

Table 114 □Consumer Foodservice through Travel: Units/Outlets 2018-2023

Table 115 □Sales in Consumer Foodservice through Travel: Number of Transactions 2018-2023

Table 116 □Sales in Consumer Foodservice through Travel: Foodservice Value 2018-2023

Table 117 □Consumer Foodservice through Travel: % Units/Outlets Growth 2018-2023

Table 118 □Sales in Consumer Foodservice through Travel: % Transaction Growth 2018-2023

Table 119 □Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2018-2023

Table 120 □Forecast Consumer Foodservice by Location: Units/Outlets 2023-2028

Table 121 □Forecast Sales in Consumer Foodservice by Location: Number of Transactions 2023-2028

Table 122 □Forecast Sales in Consumer Foodservice by Location: Foodservice Value 2023-2028

Table 123 □Forecast Consumer Foodservice by Location: % Units/Outlets Growth 2023-2028

Table 124 □Forecast Sales in Consumer Foodservice by Location: % Transaction Growth 2023-2028

Table 125 □Forecast Sales in Consumer Foodservice by Location: % Foodservice Value Growth 2023-2028

Table 126 □Forecast Consumer Foodservice through Standalone: Units/Outlets 2023-2028

Table 127 □Forecast Sales in Consumer Foodservice through Standalone: Number of Transactions 2023-2028

Table 128 □Forecast Sales in Consumer Foodservice through Standalone: Foodservice Value 2023-2028

Table 129 □Forecast Consumer Foodservice through Standalone: % Units/Outlets Growth 2023-2028

Table 130 □Forecast Sales in Consumer Foodservice through Standalone: % Transaction Growth 2023-2028

Table 131 □Forecast Sales in Consumer Foodservice through Standalone: % Foodservice Value Growth 2023-2028

Table 132 □Forecast Consumer Foodservice through Leisure: Units/Outlets 2023-2028

Table 133 □Forecast Sales in Consumer Foodservice through Leisure: Number of Transactions 2023-2028

Table 134 □Forecast Sales in Consumer Foodservice through Leisure: Foodservice Value 2023-2028

Table 135 □Forecast Consumer Foodservice through Leisure: % Units/Outlets Growth 2023-2028

Table 136 □Forecast Sales in Consumer Foodservice through Leisure: % Transaction Growth 2023-2028

Table 137 □Forecast Sales in Consumer Foodservice through Leisure: % Foodservice Value Growth 2023-2028

Table 138 □Forecast Consumer Foodservice through Retail: Units/Outlets 2023-2028

Table 139 □Forecast Sales in Consumer Foodservice through Retail: Number of Transactions 2023-2028

Table 140 □Forecast Sales in Consumer Foodservice through Retail: Foodservice Value 2023-2028

Table 141 □Forecast Consumer Foodservice through Retail: % Units/Outlets Growth 2023-2028

Table 142 □Forecast Sales in Consumer Foodservice through Retail: % Transaction Growth 2023-2028

Table 143 □Forecast Sales in Consumer Foodservice through Retail: % Foodservice Value Growth 2023-2028

Table 144 □Forecast Consumer Foodservice through Lodging: Units/Outlets 2023-2028

Table 145 □Forecast Sales in Consumer Foodservice through Lodging: Number of Transactions 2023-2028

Table 146 □Forecast Sales in Consumer Foodservice through Lodging: Foodservice Value 2023-2028

Table 147 □Forecast Consumer Foodservice through Lodging: % Units/Outlets Growth 2023-2028

Table 148 □Forecast Sales in Consumer Foodservice through Lodging: % Transaction Growth 2023-2028

Table 149 □Forecast Sales in Consumer Foodservice through Lodging: % Foodservice Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 150 □Forecast Consumer Foodservice through Travel: Units/Outlets 2023-2028

Table 151 □Forecast Sales in Consumer Foodservice through Travel: Number of Transactions 2023-2028

Table 152 □Forecast Sales in Consumer Foodservice through Travel: Foodservice Value 2023-2028

Table 153 □Forecast Consumer Foodservice through Travel: % Units/Outlets Growth 2023-2028

Table 154 □Forecast Sales in Consumer Foodservice through Travel: % Transaction Growth 2023-2028

Table 155 □Forecast Sales in Consumer Foodservice through Travel: % Foodservice Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Foodservice in Turkey

Market Direction | 2024-02-15 | 99 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com