

## **Staple Foods in Turkey**

Market Direction | 2024-11-13 | 67 pages | Euromonitor

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### **Report description:**

In 2024, household expenses continued to rise in Turkey, exacerbated by a minimum wage that did not keep pace with inflation. As a result, consumers experienced a significant contraction in their disposable incomes. This led to price-sensitive behaviour, reducing consumption, particularly in non-essential spending categories, while essential goods-especially staple foods-remained more stable.

Euromonitor International's Staple Foods in Turkey report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

### **Why buy this report?**

- \* Get a detailed picture of the Staple Foods 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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Staple Foods in Turkey  
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List Of Contents And Tables

### **STAPLE FOODS IN TURKEY**

#### **EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key Trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

#### **MARKET DATA**

Table 1 Sales of Staple Foods by Category: Volume 2019-2024

Table 2 Sales of Staple Foods by Category: Value 2019-2024

Table 3 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 4 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 6 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Staple Foods by Format: % Value 2019-2024

Table 9 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 10 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **BAKED GOODS IN TURKEY**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

Bread prices continue to increase while weight of bread is reduced

New regulations determine the prices of bread and traditional bagels

Investment in new gluten free products as major chains expand availability

#### **PROSPECTS AND OPPORTUNITIES**

The appeal of artisanal products aligns with the rising health and wellness trend

Home cooking rises, benefiting sales of packaged bread across the forecast period

Rising demand for healthier options with sustainable attributes

#### **CATEGORY DATA**

Table 13 Sales of Baked Goods by Category: Volume 2019-2024

Table 14 Sales of Baked Goods by Category: Value 2019-2024

Table 15 Sales of Baked Goods by Category: % Volume Growth 2019-2024

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Table 16 Sales of Baked Goods by Category: % Value Growth 2019-2024

Table 17 Sales of Pastries by Type: % Value 2019-2024

Table 18 NBO Company Shares of Baked Goods: % Value 2020-2024

Table 19 LBN Brand Shares of Baked Goods: % Value 2021-2024

Table 20 Distribution of Baked Goods by Format: % Value 2019-2024

Table 21 Forecast Sales of Baked Goods by Category: Volume 2024-2029

Table 22 □Forecast Sales of Baked Goods by Category: Value 2024-2029

Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

## BREAKFAST CEREALS IN TURKEY

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price competition rises as household budgets decline in 2024

Muesli and granola align with healthy living trends to record solid growth

Rise in gluten free products boosts innovation on the breakfast cereal landscape

### PROSPECTS AND OPPORTUNITIES

The product range is set to diversify through natural, healthy yet flavoursome options

Children's breakfast cereals register growth through healthier options

Growing concern for environmental issues shapes products and packaging

### CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 26 Sales of Breakfast Cereals by Category: Value 2019-2024

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 31 Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

## PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN TURKEY

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Players introduce smaller portions and pack sizes to widen the appeal of processed red meat

Polonez launches gluten-free Turkish Pastrami, appealing to consumers with celiac

Product variety expands with both premium and budget friendly launches

### PROSPECTS AND OPPORTUNITIES

Retail volume and value growth is driven by affordability and health properties

Sustainability efforts will continue to expand over the forecast period

Players focus on strategies to enhance retail volume sales during the forecast period

### CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

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Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024  
Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024  
Table 45 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024  
Table 46 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024  
Table 47 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024  
Table 48 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029  
Table 49 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

#### PROCESSED FRUIT AND VEGETABLES IN TURKEY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Storage advantage and widening varieties boost sales of frozen products  
Increase in plant based goods as innovations focus on vegetarian or vegan consumers  
Expanding variety as innovations focuses on various global cuisines

##### PROSPECTS AND OPPORTUNITIES

Frozen processed vegetables and potatoes are projected to see healthy growth  
Sustainable efforts will continue within processed fruits and vegetables  
Online purchases will rise as the presence of processed fruits and vegetable expands

##### CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024  
Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024  
Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024  
Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024  
Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024  
Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024  
Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024  
Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024  
Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029  
Table 59 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029  
Table 60 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029  
Table 61 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

#### RICE, PASTA AND NOODLES IN TURKEY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Leading player Reis offers price freezers to support consumers during inflation  
Eris produced Turkey's first vitamin-enhanced probiotic noodle  
Innovative products that align with the rising health and wellness trend

##### PROSPECTS AND OPPORTUNITIES

Pasta set to gain ground as a versatile, budget friendly meal option  
Innovations in pasta aligns with rising protein and health trends  
Sustainable efforts continue as consumers migrate to eco-friendly brands

##### CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024  
Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024  
Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024  
Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

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Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024  
Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024  
Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024  
Table 69 NBO Company Shares of Rice: % Value 2020-2024  
Table 70 LBN Brand Shares of Rice: % Value 2021-2024  
Table 71 □NBO Company Shares of Pasta: % Value 2020-2024  
Table 72 □LBN Brand Shares of Pasta: % Value 2021-2024  
Table 73 □NBO Company Shares of Noodles: % Value 2020-2024  
Table 74 □LBN Brand Shares of Noodles: % Value 2021-2024  
Table 75 □Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024  
Table 76 □Distribution of Rice by Format: % Value 2019-2024  
Table 77 □Distribution of Pasta by Format: % Value 2019-2024  
Table 78 □Distribution of Noodles by Format: % Value 2019-2024  
Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029  
Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029  
Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029  
Table 82 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

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