Euromonitor International

Full-Service Restaurants in Turkey

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Full-Service Restaurants in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Full-service restaurants adapt to challenging operating conditions

INDUSTRY PERFORMANCE

Foodservice sales rise in full-service restaurants, despite price pressures
Chained Middle Eastern full-service restaurants lead growth
Fulfilment continues to evolve, as players expand reach beyond physical locations

WHAT'S NEXT?

Middle-Eastern outlets will maintain their dominance, while Asian establishments will see strongest growth
Full-service restaurants strengthen omnichannel fulfilment to capture growing off-premise demand
Sustainable gastronomy gains momentum

COMPETITIVE LANDSCAPE

Büyük Sefler Gida Turizm Tic?Ltd?Sti dominates sales
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Independents hold larger share

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Consumer Foodservice in Turkey - Industry Overview

EXECUTIVE SUMMARY

Consumers trade down while operators adapt menus and portion sizes amid inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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
Shift towards innovative formats and menu experiences

Sustainability to become integral part of foodservice operations

COMPETITIVE LANDSCAPE

TAB Gida San ve Tic AS leads sales
Bereket Döner leads growth
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