

# Full-Service Restaurants in Turkey

February 2024

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#### Full-Service Restaurants in Turkey - Category analysis

# **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

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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

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