



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 Gıda Turizm Tic?Ltd?Sti dominates sales

Pizza House leads expansion

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 Gıda San ve Tic AS leads sales

Bereket Döner leads growth

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Independents maintain leading share

Menu innovation accelerates with new takes on traditional flavours

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/full-service-restaurants-in-turkey/report](http://www.euromonitor.com/full-service-restaurants-in-turkey/report).