Euromonitor International

Cheese in Türkiye

October 2026

Table of Contents

Cheese in Türkiye - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cheese Summary

INDUSTRY PERFORMANCE

Içim Broadens Appeal of Lactose-Free Cheese with Functional Innovation

Chart 1 - Lactose-Free Cheese Supports Everyday Wellness

Pinar Süt Mamülleri Meets Price-Sensitive Demand with Affordable Süzme Peynir

Soft Cheese Extends Lead as Demand for Convenience and Value Accelerates

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Urban Consumers to Embrace Convenience Formats as Value Rises Sharply

Manufacturers Set to Invest in Wellness and Snacking to Boost Engagement

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Bim Sustains Leadership by Leveraging Affordability and Broad Reach

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Supermarkets and Discounters Anchor Offline Distribution through Value and Accessibility

E-Commerce and Quick-Commerce Platforms Reshape Urban Purchasing Habits

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Cheese

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Cheese

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

Chart 15 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Dairy Products and Alternatives in Türkiye - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Metro’S Bonveno Format Expands Affordable Dairy Access and Trust

Kefir’S Health-Led Momentum and Ayran’S Premium Tradition Drive Innovation

Chart 16 - Sour-Fermented Ayran – Tradition-Driven Differentiation in Turkey's Dairy Space

Private Label and Premium Tradition Reshape Brand Competition and Retail Dynamics
Chart 17 - Value Sales 2021-2031
Chart 18 - Value Sales by Category 2026

WHAT'S NEXT?

Local Breeding Initiatives Set to Transform Supply Resilience and Efficiency
E-Commerce and Value Wellness to Shape Purchasing Decisions
Chart 19 - Forecast Value Sales 2021-2031
Chart 20 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Bim Birlesik Magazacilik Retains Lead as Private Label Evolves
Chart 21 - Company Shares 2026
Chart 22 - Brand Shares 2026

CHANNELS

Discounters and Supermarkets Intensify Price Competition for Staple Sales
E-Commerce Outpaces Offline Stores as Digital Demand Rises
Cooperatives and Metro'S Bonveno Unlock New Value and Authenticity
Chart 23 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 24 - Economic Context for Dairy Products and Alternatives
Chart 25 - Real Gdp Growth 2021-2031
Chart 26 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 27 - Consumer Context for Dairy Products and Alternatives
Chart 28 - Population 2021-2031
Chart 29 - Population by Generation 2026
Chart 30 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cheese-in-turkiye/report.