



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Türkiye

July 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Consumers Prioritise Affordable Indulgence over Premium Snacking

Züher Expands Everyday Wellness by Combining Health and Value

Chart 2 - Affordable Wellness Drives Growth

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Züher to Drive Protein Innovation as Affordable Treats Outpace Inflation

Chart 6 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Local Brands Set to Mainstream Gluten-Free through Retail Expansion

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pladis and Eti Sustain Lead by Driving Flavour and Health Innovation

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Discounters Drive Affordable Snacking as Online Retailers Reshape Habits

Getir and Trendyol Accelerate Omnichannel Snacking with Rapid Delivery and Discovery

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Functional Ingredients and Regulatory Change Redefine Innovation

Eti, Züher and Sinangil Lead Differentiated Approaches to Product Development

Shelf Space Regulation and Functional Positioning Sharpen Competitive Dynamics

ECONOMIC CONTEXT

Chart 12 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Türkiye - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Discount Retailers Drive Value-Led Growth as Consumers Trade Down

Chart 19 - Discount Retailers and Value Packs Reshape Snacks

Multipacks and Sharing Formats Boost Savoury Snacks to the Top

Health-Led Innovation and Nostalgia Reshape Consumer Loyalty

Chart 20 - Health-Focused Snacks Gain Traction

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Discounters to Sustain High-Frequency Demand through Price and Convenience

Discounters to Expand Sharing Packs as Savoury Snacks Lead Growth

Younger Shoppers to Drive Demand for Clean Label and Sustainable Snacks

Chart 23 - Analyst Insight for Snacks

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pladis Maintains Lead as Private Label Gains Ground

Emerging Brands Drive Innovation with Health and Digital Focus

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Blm, A101 and Sok Drive Affordable Snacking as Discounter Value Share Stabilises

Getir and Trendyol Go Accelerate Impulse Purchases through Instant Delivery and Targeted Campaigns

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Value Pack Architecture, Health Reformulation and Digital Agility Define Innovation

Algida Spoonful's Viral Success and Eti's Reformulation Programme Illustrate Contrasting Innovation Models

Reformulation Breadth and Digital Agility Determine Competitive Standing

ECONOMIC CONTEXT

Chart 29 - Economic Context for Snacks

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Snacks

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/sweet-biscuits-snack-bars-and-fruit-snacks-in-turkiye/report.