



# Sweet Spreads in Turkey

November 2025

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#### 2025 DEVELOPMENTS

#### INDUSTRY PERFORMANCE

Chocolate-nut spreads and honey drive value growth in sweet spreads in 2025

Nut and seed based spreads lead growth for sweet spreads in 2025

#### WHAT'S NEXT?

Sweet spreads will navigate growth during rising cocoa costs and shifting consumer preferences

Honey brands in Turkey will aim to strengthen consumer trust amid quality concerns

Nut and seed based spreads will diversify through technological innovation and product expansion

#### COMPETITIVE LANDSCAPE

Ferrero Türkiye leads sweet spreads through Nutella's ongoing appeal

Torku strengthen its competitive position in sweet spreads through strategic pricing and brand trust

#### CHANNELS

Discounters solidifies its lead in sweet spreads through affordability and accessibility

Retail e-commerce records strong growth as consumers appreciate convenience and a wider product selection

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## Cooking Ingredients and Meals in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Inflation and home cooking drive growth in cooking ingredients and meals in Turkey

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Shifts in consumer behaviour drive growth in cooking ingredients and meals

Pricing pressures lead retailers to focus on promotional campaigns and discounts

Home cooking sustains demand for affordable, traditional ingredients

#### WHAT'S NEXT?

The rising trend of home cooking is set to drive shifts in cooking ingredients and meals

Convenience and innovation and expected to drive growth across the forecast period

Retail e-commerce and digital channels are set to influence the forecast performance

## COMPETITIVE LANDSCAPE

BİM Birleşik Magazacılık and Bunge Gıda Sanayi ve Ticaret lead cooking ingredients and meals in 2025

Olive oil brand Kristal boosts growth for Kristal Ticaret ve Sanayi Kontuvarı AS

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