



Euromonitor
International

Cooking Ingredients and Meals in Turkey

November 2025

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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 are expected to drive growth across the forecast period

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

COMPETITIVE LANDSCAPE

BİM Birlesik Magazacilik 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

CHANNELS

Discounters strengthen its presence, however brand trust remains key in some categories

Convenience, competitive pricing and enhanced logistics boosts growth for retail e-commerce

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Edible oils sustain double-digit value growth supported by home cooking trends

Olive oil drives value growth as consumers appreciate its heart-healthy properties

WHAT'S NEXT?

Alternative oils gain traction as health-conscious and cost-savvy consumers diversify purchases
Olive oil is poised to expand as health-conscious choices shape consumer demand
Economic pressures and innovation are set to influence edible oils

COMPETITIVE LANDSCAPE

Discounters and established brands shape edible oils in 2025
Kristal Ticaret ve Sanayi Kontuvari AS records the strongest uplift in share

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Growing demand for home based meal solutions drives value growth in meals and soups
Product launches focused on nostalgia and convenience drive growth in ready meals

WHAT'S NEXT?

Frozen ready meals is set to drive growth as convenience and affordability shape consumer choice
Low-sugar, gluten-free, high protein and functional options are set to gain ground
Chilled ready meals is set for growth as innovation, quality, and convenience drive appeal

COMPETITIVE LANDSCAPE

BİM Birlesik Magazacilik AS increases its lead through new product launches
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2025 DEVELOPMENTS

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Digital innovation and global flavour trends drive growth in sauces, dips and condiments

COMPETITIVE LANDSCAPE

BIM leads sauces, dips and condiments through strategic pricing and private label innovation

Carrefour SA drives growth through private label innovation and digital engagement

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KEY DATA FINDINGS

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

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