



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Turkey

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Players entice price sensitive consumers with affordable products

INDUSTRY PERFORMANCE

Shrinkflation strategies are embraced by brands and private label amid persistently high inflation

Shelf-stable poultry gains appeal out of convenience and affordability

WHAT'S NEXT?

Price promotions and discount offers to remain vital strategies

Industry-wide commitment to environmental responsibility

Players will innovate by catering to specific health needs

COMPETITIVE LANDSCAPE

Established player Pinar Et leads this fragmented landscape

Unifo Gida supports growth of shelf-stable processed poultry

CHANNELS

Supermarkets capture significant share with diverse offerings and competitive pricing

Retail e-commerce sales increase at dynamic pace

CATEGORY DATA

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Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Turkey - Industry Overview

EXECUTIVE SUMMARY

Price sensitivity shapes overall category performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Healthy performance despite high costs of living

Consumers shift towards local products for sustainable reasons

WHAT'S NEXT?

Positive outlook for frozen and smaller formats

Changing diets reflect rising demand for plant-based and vegan options

Growth potential for artisanal products

COMPETITIVE LANDSCAPE

BİM Birlesik Magazacilik takes the lead in highly fragmented category

Unifo Gıda San Ve Tic AS gains traction with Tada brand

CHANNELS

Consumers conduct more frequent shopping trips

Retail e-commerce gains traction

MARKET DATA

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