



**Euromonitor
International**

Baby Food in Türkiye

October 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

INDUSTRY PERFORMANCE

Nestlé, Danone and Hipp Drive Premiumisation through Innovation

Milk Formula and Age-Specific Nutrition Shape Premium Growth

Leading Names Set New Standards with Functional, Targeted Nutrition

Chart 1 - Hipp Combiotic Strengthens Gut Health Positioning

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Parents Set to Increase Spending on Age-Specific Nutrition Despite Demographic Headwinds

Fortified Snacks to Accelerate Growth

Digital Engagement and Direct-To-Consumer Models to Build Long-Term Brand Loyalty

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Numil Retains Leadership as Domestic Rivals Gain Ground

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Discounters Like Bim and A101 Expand Private Label to Attract Families

Getir and IsteGelsin Drive Online Growth with Rapid Delivery and Promotions

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Baby Food

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Baby Food

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

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

Private Label and Premium Tradition Reshape Brand Competition and Retail Dynamics

Chart 16 - Value Sales 2021-2031

Chart 17 - 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 18 - Forecast Value Sales 2021-2031

Chart 19 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Bim Birlesik Magazacilik Retains Lead as Private Label Evolves

Chart 20 - Company Shares 2026

Chart 21 - 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 22 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 23 - Economic Context for Dairy Products and Alternatives

Chart 24 - Real Gdp Growth 2021-2031

Chart 25 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 26 - Consumer Context for Dairy Products and Alternatives

Chart 27 - Population 2021-2031

Chart 28 - Population by Generation 2026

Chart 29 - 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/baby-food-in-turkiye/report.