



Baked Goods in Turkey

November 2025

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Baked Goods in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable consumption despite rising inflationary pressures

INDUSTRY PERFORMANCE

Shrinkflation is adopted to ensure products remain affordable

Consumers rely on flat bread in packaged formats promising longer shelf life

WHAT'S NEXT?

Economic pressures will continue to shape consumer demand

Healthier lines set to evolve in the upcoming years

Sustainable attributes and practices will continue to evolve

COMPETITIVE LANDSCAPE

UNMAS AS leads with Uno packaged bread

Simsek Biskuvi ve Gida Sanayi gains traction with affordable premium lines

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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 Birleşik Magazacılık takes the lead in highly fragmented category

Unifo Gıda San Ve Tic AS gains traction with Tada brand

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