



Consumer Foodservice By Location in Turkey

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Standalone outlets show flexibility while tourism propels growth across travel locations

INDUSTRY PERFORMANCE

Travel is fastest-growing non-standalone location

Standalone outlets show greater resilience

Value-for-money strategies vary by location

WHAT'S NEXT?

Travel locations to lead non-standalone growth through inbound tourism

Standalone locations will continue to attract consumers

Shopping and leisure venues offer growth opportunities

Urbanisation will impact consumer foodservice

COMPETITIVE LANDSCAPE

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[Consumer Foodservice in Turkey - Industry Overview](#)

EXECUTIVE SUMMARY

Consumers trade down while operators adapt menus and portion sizes amid inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Inflationary pressures constrain household spending

Online ordering has become integral to the industry

Operators favour retention over reach

WHAT'S NEXT?

Modest growth anticipated as operators balance innovation and affordability

Shift towards innovative formats and menu experiences

Sustainability to become integral part of foodservice operations

COMPETITIVE LANDSCAPE

TAB Gıda San ve Tic AS leads sales

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