



Euromonitor
International

Vending in Turkey

May 2026

Table of Contents

Vending in Turkey - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smart Machines Present Opportunities for Expansion

INDUSTRY PERFORMANCE

Smart Machines Present Opportunities for Expansion

Foods Vending Retains a Key Role

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers to Embrace Digital Vending to Cut Costs and Expand Reach

Coffee Vending Leverages Digital Customisation to Attract On-The-Go Consumers

Operators Diversify Offerings and Locations to Maximise Convenience

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tostmatik Expands Product Variety by Serving Hot Sandwiches on Demand

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Vending

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Vending

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Turkey - Industry Overview](#)

EXECUTIVE SUMMARY

Discounters Expand Private Label to Support Spending

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters Expand Private Label to Support Spending

Online-First Retailers Use Exclusive Launches to Drive Digital Adoption

Open Markets Maintain Relevance as Formal Formats Gain Ground

Chart 14 - Value Sales 2020-2030

Chart 15 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label and E-Commerce Set to Remain the Key Growth Drivers

Ai and M-Commerce Set to Win over Digital Natives

Chart 16 - Forecast Value Sales 2020-2030

Chart 17 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bim Strengthens Its Leadership as Uber Acquisition Reshapes Delivery Landscape

Chart 18 - Uber Acquires Trendyol Go

Chart 19 - Analyst Insight for Retail

Lululemon and Florentia Village Bring New Ideas to the Market

Chart 20 - Lululemon Enters Turkey with a New Retail Concept

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 23 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Ramadan (Eid al Fitr)

ECONOMIC CONTEXT

Chart 24 - Economic Context for Retail

Chart 25 - Real GDP Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Retail

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

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/vending-in-turkey/report.