



Euromonitor
International

Breakfast Cereals in Turkey

November 2025

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Breakfast Cereals in Turkey - Category analysis

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2025 DEVELOPMENTS

Affordable options and health appeal drives volume growth

INDUSTRY PERFORMANCE

Private label development propels category growth

Granola and muesli witness growth as consumers adopt healthier diets

WHAT'S NEXT?

Specialist offerings will address changing dietary preferences

Players will respond to healthier everyday diets

Product development to focus on nutritional and flavour combinations

COMPETITIVE LANDSCAPE

Multinational Nestlé leads in breakfast cereals

FFT Gıda San ve Tic enjoys dynamism with its healthy and natural cereals

CHANNELS

Expansion and modernisation supports the supermarket channel

Convenience and digital literacy drive retail e-commerce sales

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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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