



Euromonitor
International

Rice, Pasta and Noodles in Turkey

November 2025

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2025 DEVELOPMENTS

Bright performance for rice, pasta and noodles

INDUSTRY PERFORMANCE

Price stability and innovation drives strong volume growth

Chilled pasta appeals as modern lifestyles evolve

WHAT'S NEXT?

Rapid growth in pasta boosted by domestic production

Players will cater to evolving preferences for low-carb and higher protein pasta and noodles

Efforts to put sustainability higher on the corporate agenda will continue

COMPETITIVE LANDSCAPE

BİM Birlesik Magazacilik leads with popular private label and “everyday low prices” strategy

Nissin Yildiz Gida develops the instant noodles category

CHANNELS

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Strong preference for online shopping among urban households

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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 Bırselik Magazacilik takes the lead in highly fragmented category

Unifo Gıda San Ve Tic AS gains traction with Tada brand

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