



Euromonitor
International

Edible Oils in Turkey

November 2025

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Edible Oils in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Edible oils sustain double-digit value growth supported by home cooking trends
Olive oil drives value growth as consumers appreciate its heart-healthy properties

WHAT'S NEXT?

Alternative oils gain traction as health-conscious and cost-savvy consumers diversify purchases
Olive oil is poised to expand as health-conscious choices shape consumer demand
Economic pressures and innovation are set to influence edible oils

COMPETITIVE LANDSCAPE

Discounters and established brands shape edible oils in 2025
Kristal Ticaret ve Sanayi Kontuvari AS records the strongest uplift in share

CHANNELS

Supermarkets remain the leading channel, as consumers appreciate a wide product assortments
Competitive pricing allows discounters to gain share within edible oils

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Cooking Ingredients and Meals in Turkey - Industry Overview

EXECUTIVE SUMMARY

Inflation and home cooking drive growth in cooking ingredients and meals in Turkey

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Shifts in consumer behaviour drive growth in cooking ingredients and meals
Pricing pressures lead retailers to focus on promotional campaigns and discounts
Home cooking sustains demand for affordable, traditional ingredients

WHAT'S NEXT?

The rising trend of home cooking is set to drive shifts in cooking ingredients and meals
Convenience and innovation are expected to drive growth across the forecast period
Retail e-commerce and digital channels are set to influence the forecast performance

COMPETITIVE LANDSCAPE

BİM Birleşik Magazacılık and Bunge Gıda Sanayi ve Ticaret lead cooking ingredients and meals in 2025

Olive oil brand Kristal boosts growth for Kristal Ticaret ve Sanayi Kontuvarı AS

CHANNELS

Discounters strengthens its presence, however brand trust remains key in some categories

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