



Euromonitor  
International

# Limited-Service Restaurants in Turkey

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## Limited-Service Restaurants in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Limited-service restaurants balance affordability, scale and digital momentum

#### INDUSTRY PERFORMANCE

Limited-service restaurants remain resilient amid affordability and convenience  
Chained pizza outlets lead through innovation, efficiency and digital engagement  
Delivery grows in importance

#### WHAT'S NEXT?

Chains expand through scale while independents lean on delivery platforms to sustain reach  
Drive-through and delivery to gain momentum  
Börek and traditional pastries fuel growth in bakery-focused outlets

#### COMPETITIVE LANDSCAPE

TAB Gıda San ve Tic AS leads sales  
Bereket Döner AS recoups investment  
Chained operators dominate sales

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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

Bereket Döner leads growth

Yum! Brands to relaunch KFC in Turkey with new franchise partner

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Independents maintain leading share

Menu innovation accelerates with new takes on traditional flavours

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/limited-service-restaurants-in-turkey/report](http://www.euromonitor.com/limited-service-restaurants-in-turkey/report).