



Meals and Soups in Turkey

November 2025

Table of Contents

Meals and Soups in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Growing demand for home based meal solutions drives value growth in meals and soups

Product launches focused on nostalgia and convenience drive growth in ready meals

WHAT'S NEXT?

Frozen ready meals is set to drive growth as convenience and affordability shape consumer choice

Low-sugar, gluten-free, high protein and functional options are set to gain ground

Chilled ready meals is set for growth as innovation, quality, and convenience drive appeal

COMPETITIVE LANDSCAPE

BIM Birllesik Magazacilik AS increases its lead through new product launches

Carrefour SA Sabanci and Sok Marketler lead growth through innovation, value, and convenience

CHANNELS

Discounters lead meals and soups in Turkey as affordability and convenience drive consumer choice

Hypermarkets and discounters drive meals and soups growth through value and convenience

CATEGORY DATA

Table 1 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 2 - Sales of Meals and Soups by Category: Value 2020-2025

Table 3 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 4 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 5 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 6 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 7 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 8 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 9 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 10 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 11 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 12 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 13 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 14 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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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 and 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
Convenience, competitive pricing and enhanced logistics boosts growth for retail e-commerce

MARKET DATA

Table 15 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 17 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 18 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 19 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 20 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

Table 22 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 25 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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