



Passport

Edible Oils in Turkey

Euromonitor International

December 2021

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purposes only.

Some content and data have been
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EDIBLE OILS IN TURKEY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Unit prices of edible oils increase in 2021 thanks to the currency depreciating and A poor harvest

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Small artisanal olive oil producers enter the competitive landscape in 2021

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Range of pack sizes of edible oils widen in 2021, thanks to consumers' price sensitivity

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PROSPECTS AND OPPORTUNITIES

Unit prices likely to remain high and sales growth to moderate during the forecast period

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Health trend is expected to fuel olive oil demand during the forecast period

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Foodservice likely to boom during the forecast period thanks to tourists returning

Content removed from sample

CATEGORY DATA

Table 1 Sales of Edible Oils by Category: Volume 2016-2021

million litres

	2016	2017	2018	2019	2020	2021
Olive Oil	Data removed from sample					
Corn Oil						
Other Edible Oil						
Palm Oil						
Rapeseed Oil						
Soy Oil						
Sunflower Oil						
Edible Oils						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Edible Oils by Category: Value 2016-2021

TRY million

	2016	2017	2018	2019	2020	2021
Olive Oil	Data removed from sample					
Corn Oil						
Other Edible Oil						
Palm Oil						
Rapeseed Oil						
Soy Oil						
Sunflower Oil						
Edible Oils						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Edible Oils by Category: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Olive Oil	Data removed from sample		
Corn Oil			
Other Edible Oil			
Palm Oil			
Rapeseed Oil			
Soy Oil			
Sunflower Oil			
Edible Oils			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Edible Oils by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Olive Oil	Data removed from sample		
Corn Oil			
Other Edible Oil			
Palm Oil			
Rapeseed Oil			
Soy Oil			
Sunflower Oil			
Edible Oils			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Edible Oils: % Value 2017-2021

% retail value rsp

Company	2017	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Edible Oils: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Distribution of Edible Oils by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Food/drink/tobacco specialists						
--- Independent Small Grocers						
--- Other Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
-- Other Foods Non-Grocery Specialists						
- Mixed Retailers						
Non-Store Retailing						
- Vending						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Forecast Sales of Edible Oils by Category: Volume 2021-2026

million litres	2021	2022	2023	2024	2025	2026
Olive Oil	Data removed from sample					
Corn Oil						
Other Edible Oil						
Palm Oil						
Rapeseed Oil						
Soy Oil						
Sunflower Oil						
Edible Oils						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Sales of Edible Oils by Category: Value 2021-2026

TRY million	2021	2022	2023	2024	2025	2026
Olive Oil	Data removed from sample					
Corn Oil						
Other Edible Oil						
Palm Oil						
Rapeseed Oil						
Soy Oil						
Sunflower Oil						
Edible Oils						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Edible Oils by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
Olive Oil	Data removed from sample		
Corn Oil			
Other Edible Oil			
Palm Oil			
Rapeseed Oil			
Soy Oil			
Sunflower Oil			
Edible Oils			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Edible Oils by Category: % Value Growth 2021-2026

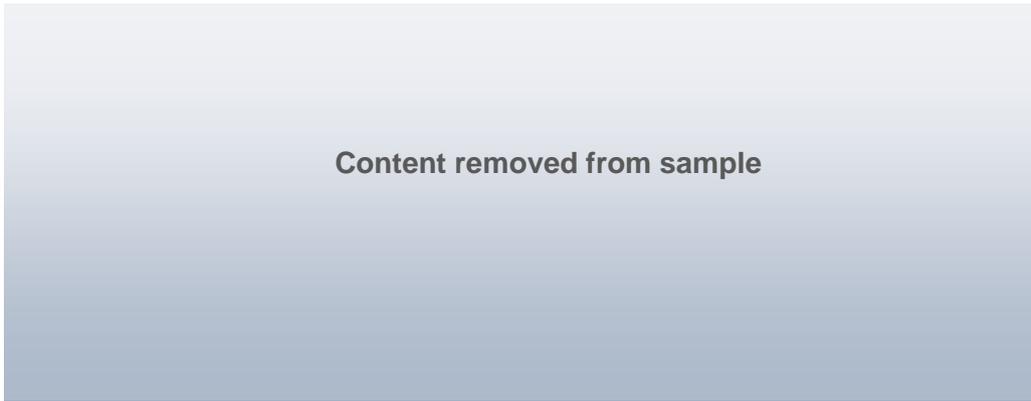
% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Olive Oil	Data removed from sample		
Corn Oil			
Other Edible Oil			
Palm Oil			
Rapeseed Oil			
Soy Oil			
Sunflower Oil			
Edible Oils			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

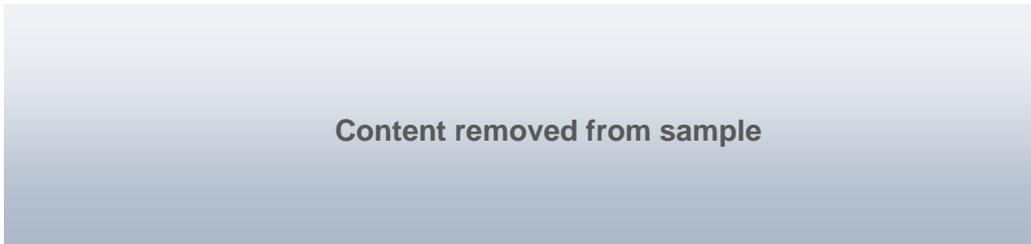
COOKING INGREDIENTS AND MEALS IN TURKEY - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

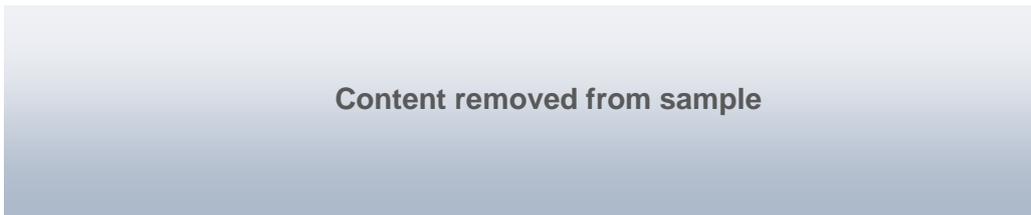
Cooking ingredients and meals in 2021: The big picture



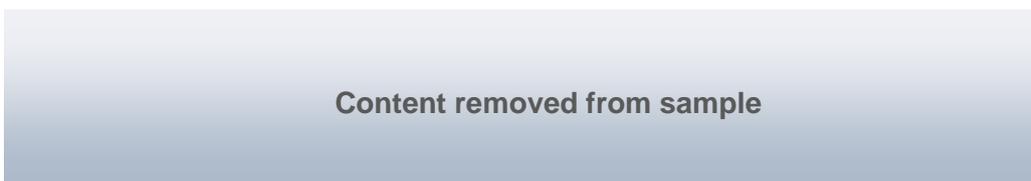
Key trends in 2021



Competitive landscape



Channel developments



What next for cooking ingredients and meals?

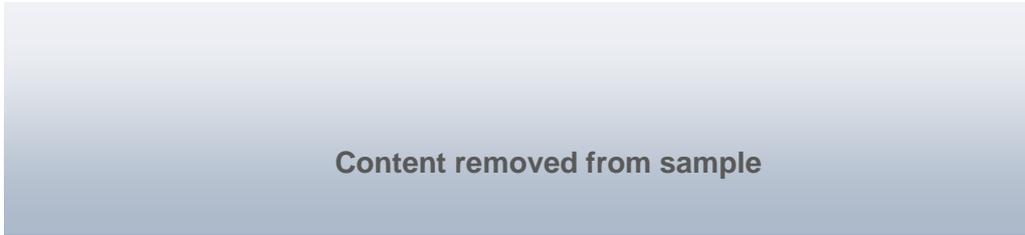


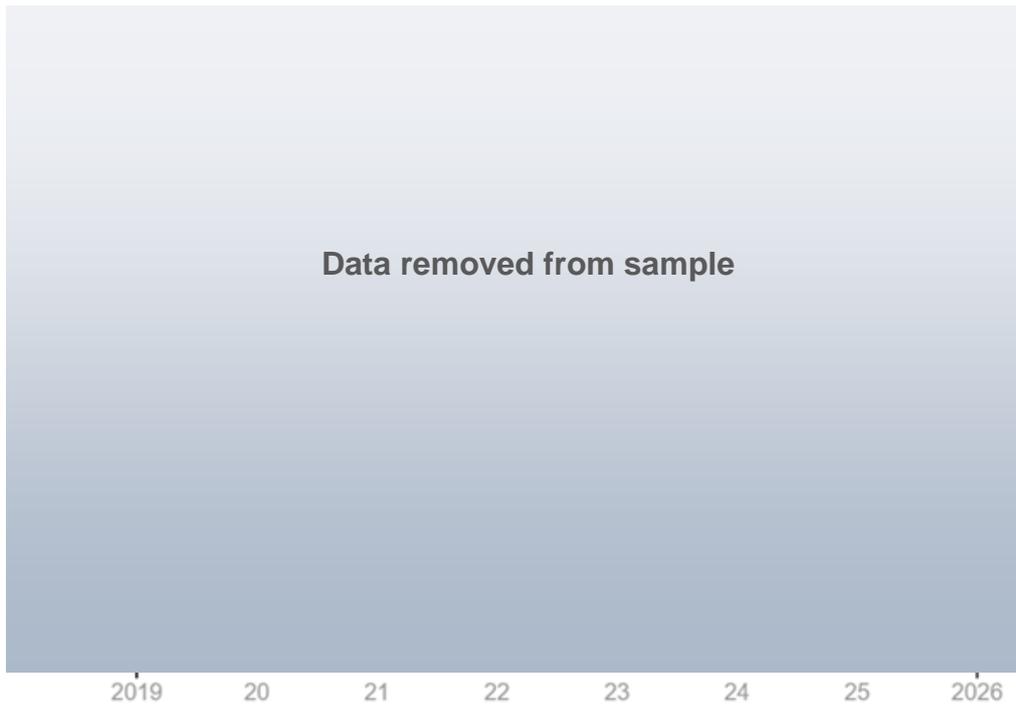
Chart 1 Cooking Ingredients and Meals Value Sales Growth Scenarios: 2019-2026

Retail Value Sales, Real, US\$ mn, 2019 - 2026

2021 Constant Prices, 2021 Fixed Year Exchange Rate

Cooking Ingredients and Meals - Turkey

Passport Baseline C19 Pessimistic1



Source: Euromonitor International Industry Forecast Model

Chart 2 Cooking Ingredients and Meals Impact of Drivers on Value Sales: 2019-2026

Retail Value Sales, Real US\$ mn 2019 - 2026

2021 Constant Prices, 2021 Fixed Year Exchange Rate

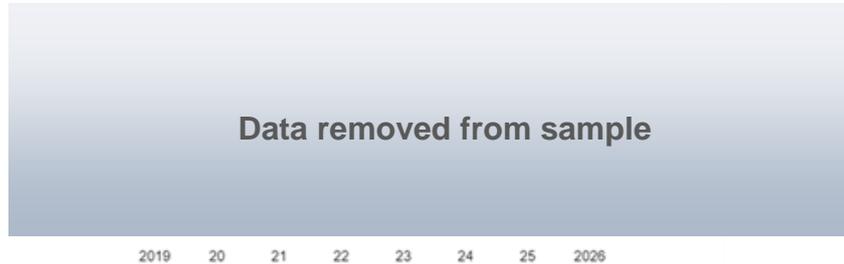
Turkey - Cooking Ingredients and Meals

Retail Value Sales, Real Growth

○ Passport Baseline

Driver effects

- GDP Per Capita
- Product Price
- Habit Persistence
- Population
- Market Environment
(Modern Grocery Retailers Selling Space per Capita; Per Capita expenditure on HW Packaged Food Products)
- Soft Drivers
(- Lifestyle trends; - Maturity of sector; - Promotion; + Availability; + Channel Shifts; + Product variety)



2019 20 21 22 23 24 25 2026

Source: Euromonitor International Industry Forecast Model

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2016-2021

	2016	2017	2018	2019	2020	2021
Ready Meals ('000 tonnes)	Data removed from sample					
Soup ('000 tonnes)						
Sauces, Dressings and Condiments ('000 tonnes)						
Sweet Spreads ('000 tonnes)						
Edible Oils (million litres)						
Cooking Ingredients and Meals (Not calculable)						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2016-2021

TRY million	2016	2017	2018	2019	2020	2021
Ready Meals	Data removed from sample					
Soup						
Sauces, Dressings and Condiments						
Sweet Spreads						
Cooking Ingredients and Meals						
Edible Oils						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total
Ready Meals	Data removed from sample		
Soup			
Sauces, Dressings and Condiments			
Sweet Spreads			
Edible Oils			
Cooking Ingredients and Meals			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Ready Meals	Data removed from sample		
Soup			
Sauces, Dressings and Condiments			
Sweet Spreads			
Cooking Ingredients and Meals			
Edible Oils			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2017-2021

% retail value rsp	2017	2018	2019	2020	2021
Company	Data removed from sample				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Penetration of Private Label by Category: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Cooking Ingredients and Meals	Data removed from sample					
Edible Oils						
Ready Meals						
Sauces, Dressings and Condiments						
Soup						
Sweet Spreads						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Food/drink/tobacco specialists						
--- Independent Small Grocers						
--- Other Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
-- Other Foods Non-Grocery Specialists						
- Mixed Retailers						
Non-Store Retailing						
- Vending						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2021-2026

	2021	2022	2023	2024	2025	2026
Ready Meals ('000 tonnes)	Data removed from sample					
Soup ('000 tonnes)						
Sauces, Dressings and Condiments ('000 tonnes)						
Sweet Spreads ('000 tonnes)						
Edible Oils (million litres)						
Cooking Ingredients and Meals (Not calculable)						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2021-2026

TRY million

	2021	2022	2023	2024	2025	2026
Ready Meals	Data removed from sample					
Soup						
Sauces, Dressings and Condiments						
Sweet Spreads						
Cooking Ingredients and Meals						
Edible Oils						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2021-2026

% volume growth

	2021/22	2021-26 CAGR	2021/26 Total
Ready Meals	Data removed from sample		
Soup			
Sauces, Dressings and Condiments			
Sweet Spreads			
Edible Oils			
Cooking Ingredients and Meals			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 23 Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Ready Meals	Data removed from sample		

Soup
Sauces, Dressings and Condiments
Sweet Spreads
Cooking Ingredients and Meals
Edible Oils

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

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SOURCES

Sources used during research include the following:

Summary 1 Research Sources

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Content removed from sample



Source: Euromonitor International