



Euromonitor
International

Cafés/Bars in Turkey

March 2026

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2025 DEVELOPMENTS

Cafés/bars show resilience as innovation fuels growth

INDUSTRY PERFORMANCE

Cafés/bars remain important venues for socialising and small purchases

Chained specialist coffee and tea shops drive growth

Value-for-money becomes key focus

WHAT'S NEXT?

Cafés/bars poised for slow, yet steady growth amid rising demand for premium experiences.

Chained cafés to invest in fulfilment strategies

Cafés to boost growth through bakery offerings and takeaway innovations

COMPETITIVE LANDSCAPE

Starbucks dominates sales

Juan Valdez and Coffy register rapid expansion

Independents lead through authenticity, flexibility and local engagement

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DISCLAIMER

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

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