



Euromonitor
International

Sweet Spreads in Turkey

November 2025

Table of Contents

Sweet Spreads in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Chocolate-nut spreads and honey drive value growth in sweet spreads in 2025

Nut and seed based spreads lead growth for sweet spreads in 2025

WHAT'S NEXT?

Sweet spreads will navigate growth during rising cocoa costs and shifting consumer preferences

Honey brands in Turkey will aim to strengthen consumer trust amid quality concerns

Nut and seed based spreads will diversify through technological innovation and product expansion

COMPETITIVE LANDSCAPE

Ferrero Türkiye leads sweet spreads through Nutella's ongoing appeal

Torku strengthen its competitive position in sweet spreads through strategic pricing and brand trust

CHANNELS

Discounters solidifies its lead in sweet spreads through affordability and accessibility

Retail e-commerce records strong growth as consumers appreciate convenience and a wider product selection

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads 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 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

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

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

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

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

Table 24 - 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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