



Euromonitor
International

Snacks in Türkiye

July 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Discount Retailers Drive Value-Led Growth as Consumers Trade Down

Chart 2 - Discount Retailers and Value Packs Reshape Snacks

Multipacks and Sharing Formats Boost Savoury Snacks to the Top

Health-Led Innovation and Nostalgia Reshape Consumer Loyalty

Chart 3 - Health-Focused Snacks Gain Traction

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Discounters to Sustain High-Frequency Demand through Price and Convenience

Discounters to Expand Sharing Packs as Savoury Snacks Lead Growth

Younger Shoppers to Drive Demand for Clean Label and Sustainable Snacks

Chart 6 - Analyst Insight for Snacks

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pladis Maintains Lead as Private Label Gains Ground

Emerging Brands Drive Innovation with Health and Digital Focus

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Blm, A101 and Sok Drive Affordable Snacking as Discounter Value Share Stabilises

Getir and Trendyol Go Accelerate Impulse Purchases through Instant Delivery and Targeted Campaigns

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Value Pack Architecture, Health Reformulation and Digital Agility Define Innovation

Algida Spoonful's Viral Success and Eti's Reformulation Programme Illustrate Contrasting Innovation Models

Reformulation Breadth and Digital Agility Determine Competitive Standing

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Local Brands Defend Share with Affordable Indulgence Strategies

Chart 19 - Value Packs Dominate

Countlines Anchor Sales as Puches and Bags Lead Value Growth

Kitkat Launches Mini Packs to Sustain Demand as Prices Rise

Chart 20 - Kitkat Launches Shareable Mini Packs

Chart 21 - Value Sales 2021-2031

Chart 22 - Volume Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Altinmarka and Sölen to Push Automation to Offset Cocoa Volatility

Chart 24 - What's Next? for Chocolate Confectionery

Local Manufacturers Expected to Pivot to Value Packs as Countlines Remain Dominant

Reduced Sugar Positioning Set to Capture Health-Conscious Demand

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pladis Extends Leadership as Artisan Brands Grow through Innovation

Altinmarka and Artisan Brands Spark Premium and Sustainable Demand

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Blm, A101 and Sok Capture Sales as Affordability Trumps Premium Gifting

Premium Brands Drive Online Gifting as E-Commerce Outpaces All Channels

Foodservice Suffers as Price-Sensitive Consumers Prioritise Retail

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Ingredient Transparency and Format Miniaturisation Define Innovation

Kitkat, Altinmarka, and Aroha Illustrate Contrasting Innovation Models

Portfolio Bifurcation and Operational Investment Determine Competitive Standing

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Gum in Türkiye

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Consumers Turn to Gum as Affordable Stress Reliever

Falim and Private Label Accelerate Functional Innovation and Competition

Private Label Expansion Reshapes Daily Habits and Pricing Strategies

Chart 36 - Gum Taps into Stress Relief Trends

Chart 37 - Value Sales 2021-2031

Chart 38 - Volume Sales 2021-2031

Chart 39 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Gum Innovation to Shape Daily Habits and Drive Value

Brands to Expand Functional Claims as Health and Sustainability Reshape Choices

Chart 40 - Forecast Value Sales 2021-2031

Chart 41 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Kent Gida Increases Lead as Perfetti Van Melle Consolidates Position

Chart 42 - Company Shares 2026

Chart 43 - Brand Shares 2026

CHANNELS

Discounters Drive Low-Cost Gum Purchases as Value Trumps Format

Quick-Commerce and Digital Bundles Accelerate E-Commerce Momentum

Chart 44 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 45 - Economic Context for Gum

Chart 46 - Real Gdp Growth 2021-2031

Chart 47 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 48 - Consumer Context for Gum

Chart 49 - Population 2021-2031

Chart 50 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sugar Confectionery in Türkiye

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 51 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Haribo's Value Multipacks Reshape Affordable Indulgence Choices

Gummies and Jellies Attract Value-Conscious Shoppers with Multipack Offers

Chart 52 - Haribo Continues Value-Focused Expansion

Chewy Candies and Boiled Sweets See Accelerated Growth as Consumers Seek Value

Chart 53 - Value Sales 2021-2031

Chart 54 - Volume Sales 2021-2031

Chart 55 - Value Sales by Category 2026

WHAT'S NEXT?

Younger Shoppers to Drive Demand for Gummies and Fortified Treats

Haribo and Nestlé to Accelerate Sustainable Packaging Shift to Win Loyalty

Chart 56 - Analyst Insight for Sugar Confectionery

Chart 57 - Forecast Value Sales 2021-2031

Chart 58 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Koska and Kent Gida Shape Changing Consumer Loyalty through Tradition and Value

Chart 59 - Company Shares 2026

Chart 60 - Brand Shares 2026

CHANNELS

Supermarkets and Discounters Drive Value Growth as Inflation Shifts Shopper Habits

Online Platforms Expand Reach as Shoppers Seek Convenience and Choice

Chart 61 - Retail Channels 2021-2026

PRODUCTS

Sustainability and Functional Health Reshape the Product Development Agenda

Kent Gida, Koska and Haribo Illustrate Contrasting Innovation Approaches

Portfolio Breadth and Environmental Credentials Determine Competitive Standing

ECONOMIC CONTEXT

Chart 62 - Economic Context for Sugar Confectionery

Chart 63 - Real Gdp Growth 2021-2031

Chart 64 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 65 - Consumer Context for Sugar Confectionery

Chart 66 - Population 2021-2031

Chart 67 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Ice Cream in Türkiye](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 68 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Blm and Golf Drive Value Growth by Prioritising Affordability

Chart 69 - Discount Retailers Register Strong Performance
Rising Energy Costs Affect Distribution and Logistics Planning
Akto and Karpedo Secure Shelf Space and Shift Shares
Chart 70 - Smaller Local Manufacturers Gain Pace
Chart 71 - Value Sales 2021-2031
Chart 72 - Volume Sales 2021-2031
Chart 73 - Value Sales by Category 2026

WHAT'S NEXT?

Local Brands to Leverage Discounter Listings to Capture Value-Driven Shoppers
Impulse Formats to Outpace Others as Traditional Cues Resonate with Consumers
Discounters and Calibrated Pricing to Reshape Competition and Profitability
Chart 74 - Analyst Insight for Ice Cream
Chart 75 - Forecast Value Sales 2021-2031
Chart 76 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Magnum Extends Lead as Local Brands Gain Ground
Chart 77 - Company Shares 2026
Chart 78 - Brand Shares 2026

CHANNELS

Discounters and Supermarkets Accelerate Gains as Traditional Trade Slows
Getir Expands Late-Night Delivery as Brands Optimise for Quick Commerce
Emerging Brands Leverage New Shelf Space to Challenge Incumbents
Chart 79 - Retail Channels 2021-2026

PRODUCTS

Affordability and Social Media Responsiveness Define the Product Development Agenda
Algida Spoonful and Karpedo Illustrate Contrasting Approaches to Product Differentiation
Share Gains and Channel Agility Determine Competitive Standing

ECONOMIC CONTEXT

Chart 80 - Economic Context for Ice Cream
Chart 81 - Real Gdp Growth 2021-2031
Chart 82 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 83 - Consumer Context for Ice Cream
Chart 84 - Population 2021-2031
Chart 85 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Savoury Snacks in Türkiye](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 86 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Discount Retailers and Trusted Brands Sustain Demand Despite Inflation

Chart 87 - Growth Shifts Towards Accessible Snack Formats

Mixed Nuts Lead Volume and Value as Gatherings Boost Large Packs

Züber Redefines Puffed Snacks with Health-Driven, Plant-Based Innovation

Chart 88 - Züber Launches Chickpea-Based Puffed Snack

Chart 89 - Value Sales 2021-2031

Chart 90 - Volume Sales 2021-2031

Chart 91 - Value Sales by Category 2026

WHAT'S NEXT?

Discounters and Private Label to Intensify Competition and Reshape Pricing

Nuts and Trail Mixes to Retain Leadership as Value and Health Align

Mainstream Brands to Adopt Local Flavours as Polarisation Deepens

Chart 92 - Analyst Insight for Savoury Snacks

Chart 93 - Forecast Value Sales 2021-2031

Chart 94 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Tadim Maintains Leadership as Frito-Lay Loses Ground to Discounters

Chart 95 - Company Shares 2026

Chart 96 - Brand Shares 2026

CHANNELS

Blm, A101 and Sok Capture Loyalty with Price and Reach

Online Grocery Accelerates as Economic Pressures Shift Habits

Quick Commerce and Themed Retail Tap into New Occasions

Chart 97 - Retail Channels 2021-2026

PRODUCTS

Health-Indulgence Convergence and Format Expansion Redefine Innovation

Züber, Eti and Ülker Illustrate Divergent Responses to Shifting Consumer Priorities

Polarisation between Value and Premium Drives Category Restructuring

ECONOMIC CONTEXT

Chart 98 - Economic Context for Savoury Snacks

Chart 99 - Real Gdp Growth 2021-2031

Chart 100 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 101 - Consumer Context for Savoury Snacks

Chart 102 - Population 2021-2031

Chart 103 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Sweet Biscuits, Snack Bars and Fruit Snacks in Türkiye](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 104 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Consumers Prioritise Affordable Indulgence over Premium Snacking

Züber Expands Everyday Wellness by Combining Health and Value

Chart 105 - Affordable Wellness Drives Growth

Chart 106 - Value Sales 2021-2031

Chart 107 - Volume Sales 2021-2031

Chart 108 - Value Sales by Category 2026

WHAT'S NEXT?

Züber to Drive Protein Innovation as Affordable Treats Outpace Inflation

Chart 109 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Local Brands Set to Mainstream Gluten-Free through Retail Expansion

Chart 110 - Forecast Value Sales 2021-2031

Chart 111 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pladis and Eti Sustain Lead by Driving Flavour and Health Innovation

Chart 112 - Company Shares 2026

Chart 113 - Brand Shares 2026

CHANNELS

Discounters Drive Affordable Snacking as Online Retailers Reshape Habits

Getir and Trendyol Accelerate Omnichannel Snacking with Rapid Delivery and Discovery

Chart 114 - Retail Channels 2021-2026

PRODUCTS

Functional Ingredients and Regulatory Change Redefine Innovation

Eti, Züber and Sinangil Lead Differentiated Approaches to Product Development

Shelf Space Regulation and Functional Positioning Sharpen Competitive Dynamics

ECONOMIC CONTEXT

Chart 115 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 116 - Real Gdp Growth 2021-2031

Chart 117 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 118 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 119 - Population 2021-2031

Chart 120 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-turkiye/report.