



Euromonitor
International

Meals and Soups in Turkey

November 2025

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Meals and Soups in Turkey - Category analysis

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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

BİM Bırselik 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

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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 Birlesik Magazacilik and Bunge Gıda Sanayi ve Ticaret lead cooking ingredients and meals in 2025
Olive oil brand Kristal boosts growth for Kristal Ticaret ve Sanayi Kontuvari AS

CHANNELS

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

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