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Prepared By:

Approved By: Rishan Chaudhry

Report Highlights:

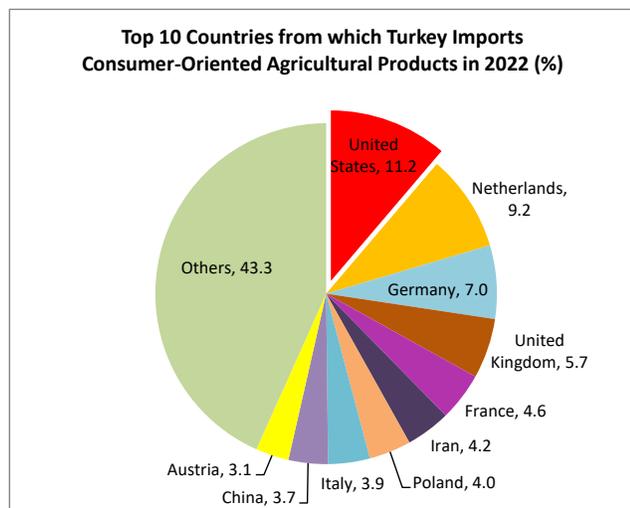
Turkiye is among the world's leading economies and home to a young, mostly urban population of 85.3 million people. This dynamic has fueled the country's rising demand for consumer-oriented agricultural products. In recent years, however, this demand has been tempered somewhat by geopolitical dynamics and persistent economic challenges, most notably record inflation and the steep depreciation of the Turkish Lira against the U.S. dollar. Notwithstanding these and other trade-related challenges, there are a wide range of export opportunities for U.S. agricultural products. This report provides a blueprint for identifying and capitalizing on these opportunities....

Executive Summary

The Republic of Türkiye has a young population of 85.3 million people. The country is in a Customs Union with the EU and is the 19th largest economy in the world. Though the Turkish economy stagnated recently, an annual average GDP growth rate of 3.1 percent is forecasted by the IMF between 2023 and 2027. In most cases, U.S. food exporters should utilize importers in Türkiye to penetrate the market.

Imports of Consumer-Oriented Agricultural Products

EU countries are the major suppliers to Türkiye in terms of consumer-oriented agricultural products, as they have the advantage of proximity and the Customs Union. Türkiye imports some consumer-oriented agricultural commodities such as rice, dried beans, walnuts, almonds, bananas, coffee, cocoa, meat, fish, and processed/packaged food items.



Food Processing Industry

Türkiye has a large and sophisticated [food and beverage processing industry](#) which relies on domestic and imported ingredients. As of 2022, there were nearly 58,000 food and beverage manufacturers in Türkiye. The industry, which supplies both domestic and export markets, continues to grow in response to strong consumer demand for increased convenience.

Food Retail Industry

Grocery sales were \$60 billion in 2022. Despite the recent political and economic challenges, the food retail industry has been growing due to a young, dynamic population, with 77 percent urbanization rates and a growing middle class. Several foreign players in grocery retail have left the market in the last decade, but the domestic industry is coming on strong, and investments continue to be fast paced, especially in the hard discount segment. Organized/modern retailers now make up most of the grocery market share, as traditional retailers slowly exit the market. Online grocery shopping is the new trend following the pandemic.

Quick Facts

Imports of Consumer-Oriented Ag. Products 2022
\$4.7 billion

Top 10 Growth Products in Turkey (Imported Consumer Oriented Agricultural Products) 2020-2022

- | | |
|---|--|
| 1. Sweet corn, frozen | 6. Grapes, fresh |
| 2. Milk & cream, concentrated | 7. Grapefruit and pomelos |
| 3. Meat or offal of bovine animal prepared or preserved | 8. Orange juice, frozen |
| 4. Peas, frozen | 9. Meat of sheep, with bone and boneless, frozen |
| 5. Caseinates or casein deriv. | 10. Albumins, albuminates, nesoi |

Food Retailers by Channel (Sales in Million USD*) 2022

Modern Grocery Retailers	38,805
- Convenience Stores	1,655
- Discounters	17,786
- Gas station/ Forecourt retailers	486
- Hypermarkets	778
- Supermarkets	18,101
Traditional Grocery Retailers	20,190
Offline Grocery Retailers Total	58,995

*excl. sales tax

Top 10 Retailers (by Market share in 2022)

- | | |
|----------------|------------|
| 1. Bim | 6. Sec |
| 2. A 101 | 7. Ekomini |
| 3. Şok | 8. Hakmar |
| 4. Migros | 9. File |
| 5. CarrefourSA | 10. Onur |

GDP/Population 2022

Population: 85.3 million (2022)
GDP: USD 898 billion (2022)
GDP Per Capita: USD 9,581 (2022)

Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weaknesses
Long-term GDP and disposable income growth	Domestic and international political challenges
Large population base: young and growing	Current economic downturn and currency volatility
Opportunities	Challenges
Unsaturated market, open for new items	Complex and time-consuming import procedures
Growing demand for high value packed food; ready to-eat/cook meals as the share of working women increases	Strong traditional food and cuisine affect consumption habits. There is a developed domestic food processing industry that also exports.

Sources: CIA World Fact Book; Euromonitor International; Turkish Statistical Institute, Economist Intelligence Unit (EIU)

Contact: [Office of Agricultural Affairs](#), U.S. Embassy Ankara

I. MARKET OVERVIEW

The Republic of Türkiye is located in the southeast of Europe, northwest of the Middle East, bordering the Black Sea to the north and the Mediterranean Sea to the south. The country has a young population of 85.3 million, with a median age of about 33.5 years.¹ Türkiye has rapidly urbanized over the last two decades, with more than three-quarters of the population now living in urban areas. This mostly young, urban population, along with a growing middle class are among various factors contributing to increased consumption of consumer-oriented agricultural products. However, the country's challenging economic conditions during the last few years have tempered this upward trend in consumption.

According to the International Monetary Fund (IMF), Türkiye was the 19th largest economy in the world in 2022. The country's Gross Domestic Product (GDP) growth is forecast at 3.4 percent in 2023, down from the previous year's 5.6 percent and the sporadic 11 percent growth rate of 2021 caused by excessive government expenditures and expansive monetary policy.

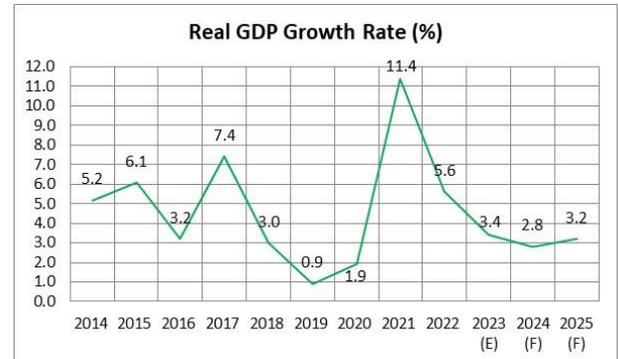
In the coming years, the pace of future economic growth is expected to slow, in part due to the effects of the Government of Türkiye's (GoT) unorthodox market interventions, high inflation, and continued worry of a global economic slowdown in recent years. A few other factors that could influence the future macroeconomic outlook are the upcoming municipal election, geopolitical developments, perception of nonexistence of rule of law, and limits on certain domestic freedoms.

The GoT seeks to attract foreign direct investment (FDI) to spur economic growth in different sectors of the economy, including agro-processing. FDI levels have been historically low because of inconsistent economic policies and concerns about rule of law enforcement. In recent years, there has been an increase in investments from Gulf countries. See the State Department's [2022 Investment Climate Statement](#) for more information about the overall business climate in Türkiye.

The Turkish economy continues to struggle with record inflation. Food and nonalcoholic beverage prices have increased 163 percent since January 2021 (as of December 2023). The cost of fuel, electricity, rent, and other living expenses have all likewise increased to record levels. At the same time, inflation and the country's unorthodox macroeconomic policies have eroded the value of the Turkish Lira (TL), which has lost 116 percent of its value against the U.S. dollar (USD) since the beginning of 2022. In the face of high prices, many consumers have scaled back on discretionary purchases and changed their eating patterns to get by.

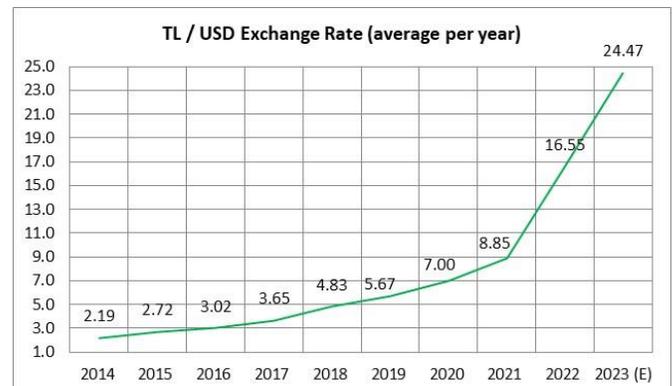
¹ TurkStat, 2023.

Chart 1: Real GDP Growth Rate



Source: Turkish Statistical Institute. (E) Estimate by EIU. (F) Forecast by EIU.

Chart 2: TL/USD Exchange Rate



Source: Central Bank of Türkiye (CBT). (E) Estimate by EIU.

After the general elections in May 2023, the GoT declared that they were shifting away from the unorthodox economic policies that they tried in recent years. Henceforward, markets expect improvements in the economy. Still, as of December 2023 uncertainty remains for foreign and domestic investors, and the near-term outlook does not provide much in the way of significantly positive updates to the purchasing power of Turkish buyers. Most market players indicate that macroeconomic improvement will be better felt in 2025.

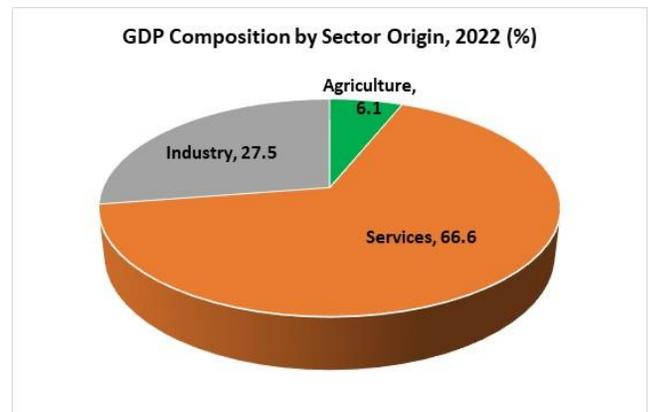
In 2022, the agriculture sector represented about 6 percent, or \$55 billion, of Turkiye’s total GDP. This sector depends on domestic and imported agricultural products to fuel its food processing and manufacturing companies.

Preferential trade arrangements allow certain imports to come in at lower duties, especially processed food products from Europe, which is Turkiye’s largest trading partner.

As an Associate Member of the European Union (EU), Turkiye is aligning many of its regulations with the EU.

Turkiye is also part of the Customs Union with the EU which allows preferential access for processed food imports, but not primary agricultural products. In addition, [Turkiye has Free Trade Agreements](#) with the European Free Trade Association (EFTA) countries as well as [21 other countries](#). These preferential trade arrangements, along with [Turkiye’s retaliatory Section 232 duties](#) on select U.S. agricultural products, makes it difficult for certain items to compete in the market.

Chart 3: Composition of GDP



Parameter	Value
Population	85.3 million (2022)
Median Age	33.5 (2022)
Labor Force (ages 15-64)	58.1 million (2022)
Unemployment Rate (ages 15-64)	10.5 percent (2022)
Unemployment Among Youth* (ages 15-24)	19.4 percent (2022)
GDP	USD 898 billion (2022)
GDP per Capita	USD 10,552 (2022)
Trade Balance	USD -90 billion (2022)
Tourists (# of foreign citizens entering)	44 million (2022)
Inflation – CPI year-end	64.27 percent (2022) [61.98%, Dec. 2022]
Exchange Rate (end of period)	18.70 TRL/USD (2022) [28.86 TRL/USD, Dec. 2023]
Number of Companies with Foreign Capital	80,504 (Total as end of 2022) [14,361 is Syrian, refugee enterprise]
Major Export Markets (all products)	Germany (8.3%), USA (6.4%), Iraq (5.4%), UK (5.1%), Italy (4.9%), Spain (3.8%), France (3.7%), Russia (3.7%), Netherlands (3.2%), Israel (2.8%) (2022)
Major Import Sources (all products)	Russia (16.2%), China (11.4%), Germany (6.6%), Switzerland (4.2%), USA (4.2%), Italy (3.9%), India (2.9%), France (2.6%), South Korea (2.5%), Spain (1.9%) (2022)
Major Cities	Istanbul (15.9 m), Ankara (5.7 m), Izmir (4.5 m), Bursa (3.2 m), Antalya (2.7 m), Adana (2.3 m), Konya (2.3 m), Sanliurfa (2.2 m), Gaziantep (2.2 m), Kocaeli (2.0 m) and 14 other cities over one million population (2022)

ADVANTAGES	CHALLENGES
Long-term growth in GDP and disposable income.	Unorthodox economic policies as well as domestic and international political challenges undermine economic stability. Exchange rate fluctuations and increasing inflation.
Strong and steady retail market, as well as more dual income households, drives new demand for processed, frozen, prepared food and ingredients.	Artisan domestic products such as baked goods and cheese utilize domestic ingredients and have strong existing relationships with ingredient suppliers.
Large population base: young and growing, middle and upper middle class are growing.	Lack of transparency in rules and regulations.
High and increasing urbanization rate; increasing rates of female participation in work force.	High import duties on processed/packaged food and agricultural products.
A growing market, open for new items for consumer use. Furthermore, there is a large and developed food processing industry that requires a wide range of ingredients inputs. The industry is also open to new ingredients, like additives and processing aids.	Importing can be complex: Time-consuming and non-transparent import procedures.
An internationally savvy new generation of Turks are more open to new tastes from abroad.	Strong traditional food and cuisine affecting consumption habits.
Growing demand for high value packaged food; ready to-eat/cook meals as the share of working women increases.	The Turkish industry has developed many western-origin products domestically, such as packaged confectionery products and ready-to-eat meals.
Fast-growing modern, organized grocery chains.	Unregistered economy can create unfair competition.
Positive perception for products from the United States.	No genetically engineered products or ingredients are approved for food use in Turkiye.
Strong food culture and a tradition of gathering for meals in large groups, so new products fitting into the existing food culture and eating habits are easily adopted.	Marketing for some products can be difficult: Labeling laws limit health-related claims, and regulations limit alcohol advertising.
Many regulations are similar to those of the EU, so expansion to Turkiye can be easier for companies already exporting to Europe.	Competition from many products imported under FTAs or European countries with lower tariffs. Retaliatory Section 232 taxes on select U.S.- origin agricultural products remain in effect.

II. EXPORTER BUSINESS TIPS

a. MARKET RESEARCH

It is important to conduct market research before deciding to launch businesses relations in Turkiye; either a detailed analysis or a quick market scan, depending on your product and experience level with Turkiye, is necessary. It is essential to make sure that there is a market for a specific product. Even if you are experienced in neighboring regions, the Turkish market might be quite different than expected. It is a mix of Middle Eastern, Western European, and U.S. cultures, traditions, consumers, and business practices. Markets, companies, and consumers in Turkiye are less transparent compared to Western Europe and the United States. It is often harder and more expensive to access market intelligence compared to developed economies. Most of the market intelligence and business is conducted based on personal relationships. Getting a reliable local partner/agent is a good way of starting relationship-based market research. Visit [our country page](#) for other free FAS exporter assistance reports. Other reports can be purchased from various sources such as, but not limited to, Euromonitor or Nielsen.

b. LOCAL BUSINESS CUSTOMS & TRENDS

After conducting market research and determining that there is a potential market in Turkiye for the food/agricultural item that you are exporting, it is important to develop a good strategy for market entry while considering local business customs. As part of that strategy, it is critical to invest in developing business relationships. Relationships are very important for transacting business and getting things done. Turkiye is a country with a business culture and people that is somewhat like Southern/Western European countries/cultures; on the other hand, it has many qualities taken from Middle Eastern/Islamic cultures and Central Asian, Turkic cultures. Business life and habits are all affected by the mix of cultures and traditions, so it is important to understand your counterparts.

In most cases, a local business partner is very useful to understand the culture context. Some points to consider are:

- Dress well for business meetings, especially if it is the “getting to know each other” stage. Overdress if not sure what to wear. Dress conservatively if not sure. Shorts, sandals, and sportswear are not taken well in business environments, especially for men, even in southern beach cities.
- Punctuality is taken more seriously compared to Mediterranean and Middle Eastern cultures. Standard time is three hours ahead of Greenwich Mean Time (GMT). Turkiye has not observed daylight savings time since 2016.
- Take Turkish and Islamic holidays into consideration. Although business is conducted at all times, it is smart to consider the Islamic holy month of Ramadan and avoid events during the two major Bayram religious holidays and Turkish Republic Day. It is important to judge how much value your counterpart attaches to these days. If unknown, err on the side of caution to avoid serious offense.
- Family is important in Turkiye; the superiors in the company are often seen as father/mother figures that need to take care of the employees in many senses.
- Turkish people take pride in their rich history and cultural heritage. Try to learn something about Turkish/Ottoman history.
- Turkish people are also proud of their rich and varied cuisine. When you try Turkish food, compliments are appreciated.
- Turkish coffee and tea have a special role in Turkish culture and also in business meetings. They will be offered at the start of a meeting as a courtesy. It is polite to accept one of those beverages when offered or ask for a glass of water.
- Turkish businesspeople prefer to work with people they know and trust on a personal level. In-person meetings and business lunches and dinners are important to build personal and business relationships; it is a good sign when invited. Try to accept when possible. These relations will affect business opportunities.

- Almost everything is taken personally. There is a very fine line between personal and business matters.
- In Turkish culture, it is important to take good care of business guests (as they do with personal guests), especially foreign ones. Reciprocity is expected and taken as a positive indicator when done properly.

c. GENERAL CONSUMER TASTES & TRENDS

Although there is a strong Turkish culinary tradition and ample processed food production in the country, upper-middle- and upper-income level consumers, especially in large cities like Istanbul, Izmir, Ankara, Antalya, Bursa, etc., tend to be open to new, imported tastes. Young and single professionals in metropolitan areas tend to have more interest in international travel compared to their parents. Thanks to this younger metropolitan population with increasing disposable income, there is an increased awareness of international tastes and an influx of international cuisine in Turkiye in the last two decades. This is seen in the rise of Italian restaurants, sushi places, Mexican restaurants, Indian restaurants, East Asian restaurants and takeaways, American-style diners, luxury burger houses, various fast-food chains predominantly from the United States, and many fusion cuisines. In the last decade or so, Turkish supermarkets have been featuring more international ingredients and imported processed food compared to almost nothing a decade ago.

According to Post’s observations, thanks to the same demographic group, the healthy, functional, and organic food sectors are growing as well. Consumers are becoming increasingly educated about and aware of the quality, nutritional value, and packaging of their food. They tend to be more aware of the food safety and expiration date of the foods they consume compared to a few decades ago. Except for those at higher income levels, Turkish consumers are generally price sensitive, which has contributed to the rise of discount retailers and private label brands.

III. IMPORT FOOD STANDARDS & REGULATIONS and IMPORT PROCEDURES

a. CUSTOMS CLEARANCE AND DOCUMENTS GENERALLY REQUIRED BY THE COUNTRY AUTHORITY FOR IMPORTED FOOD

Import procedures are complicated and burdensome in Turkiye. Generally, a local business ally eases the process, as they are familiar with the procedures. For details on the requirements, please refer to FAS Turkiye reports on [Food and Agricultural Import Regulations and Standards](#) and [Required Certificates](#). The U.S. Foreign Commercial Service also gives some general information on [import procedures](#) to Turkiye.

In most cases, some counseling with a customs broker or consultant in Turkiye is useful as they often understand the complex import processes better than a new-to-the-market, lesser-experienced company. You might contact [Istanbul](#), [Izmir](#), [Mersin](#), or [Ankara Customs Brokers Association \(link in Turkish\)](#), depending on your needs.

b. COUNTRY LANGUAGE LABELING REQUIREMENTS

On January 26, 2017, the [Ministry of Agriculture and Forestry](#) published two separate regulations: The “Turkish Food Codex Regulation on Food Labeling and Provision of Information to Consumers” (available [here](#) in Turkish) and “The Turkish Food Codex Regulation on Nutrition and Health Claims” (available [here](#) in Turkish). As with the prior versions of the regulations, these were prepared in parallel to the relevant the EU Directives and Regulations within the framework of EU harmonization.

Please have a look at the Section II of our [Food and Agricultural Import Regulations and Standards Report](#) if you need details on labeling requirements. In general, most labeling requirements can be met with a sticker affixed to the outside packaging of imported processed food with the appropriate information available in Turkish.²

² Nevertheless, each product should be examined, and a decision of packaging and labeling should be made separately.

c. TARIFFS and FOREIGN TRADE AGREEMENTS (FTAs)

There are varying tariffs for most food and agricultural items imported from the United States to Türkiye. The tariff rates may be checked at the Turkish Ministry of Trade [web page](#) by HS code. Please pick “GTIP arama” for HS code search and later pick “Birlesik Devletler” for United States. Several agricultural/food items from the United States currently face [additional tariffs](#) since June 2018. While these tariffs are expected to be temporary, there is currently no timeline for their removal.

Türkiye is in a Customs Union with the EU. In addition, [Türkiye has active Free Trade Agreements](#) with European Free Trade Association (EFTA) Countries (Norway, Liechtenstein, Iceland, Switzerland) and [21 other countries](#). Furthermore, FTAs with Lebanon, Sudan, and Qatar have been signed but not ratified yet.

Due to the FTAs with the EU, UK, and EFTA, European countries are major competitors for U.S. products in categories such as packaged foods and food processing ingredients and additives.

d. TRADEMARKS and PATENTS

The [Turkish Patent and Trademark Office](#) under the Turkish Ministry of Industry and Technology is responsible for patents and trademarks. You can take a look at the [Turkish industrial property law](#) which governs the patents and trademarks and [related regulations](#) (link in Turkish) about the applications of the law.

IV. MARKET SECTOR STRUCTURE and TRENDS

e. SUPPLY CHAIN & PRODUCT FLOW

A good way of exporting to Türkiye is using a local agent in the country. This agent is sometimes an importer, distributor, wholesaler, a commission-based trader, or some combination thereof. Local representatives will have experience in market development and contact information of potential buyers, such as the organized grocery retailers, food processors, and/or food service sector. A good representative can guide you in the market, including on import rules and regulations, which ports to utilize, local business practices, conducting market intelligence formally or informally, starting sales calls, etc.



The chart above represents the flow of consumer oriented agricultural goods. In rare cases, retailer/cash & carry might import items themselves rather than buying from an importer (not shown on the chart).

f. RETAIL FOOD SECTOR

Despite the political and economic challenges that Türkiye has faced in recent years, the food retail industry has been growing. Grocery retail sales were \$60 billion (excl. sales taxes) in 2022, which constituted 48 percent of all retail sales through approximately 340,000 organized and unorganized grocery retailers. The number of discount chains have been growing over the past decade, including their private label products. Several foreign market chains have left the market, leaving the stage mostly for domestic chains. Although still limited in sales, there is increasing demand for imported processed food. There is also an increasing trend of online shopping for groceries in major cities, especially in larger cities like Istanbul, Ankara, Izmir, and Bursa, as the number of companies that offer online ordering and delivery increase. There was a major boost

to grocery e-commerce in 2020 due to COVID-19 restrictions, and the trend in online grocery sales continues. In recent, record food inflation has impacted consumer buying behavior.³ Please read [our Retail Foods Report](#) for detailed analysis of the sector.

g. HOTEL, RESTAURANT, INSTITUTIONAL (HRI) FOOD SERVICE SECTOR

Turkey's HRI sector continues to recover after being hit hard by the COVID-19 pandemic. Even by the end of 2022, at a time of a perception that pandemic has ended by most consumers, HRI sales in U.S. dollar terms and the number of food service outlets remained below pre-pandemic levels. Deteriorating macro-economic conditions following the COVID-19 pandemic adversely affected the HRI industry. The pandemic spurred increased demand for restaurant home delivery services. This trend is expected to continue as consumers increasingly desire greater convenience.

Rising inflation and a depreciating currency has increased operational costs (e.g., rent, electricity, labor) for food service companies in Turkiye, forcing them to raise their sales prices. At the same time, persistent inflation has eroded consumers' buying power, causing them to switch to cheaper dining-out options, such as fast food and street stalls. One reason fast-food companies weathered the pandemic better than sit-down restaurants was because they could efficiently deliver food to customers' doorstep at a lower cost.

Altogether, in 2022 there were about 109,000 commercial food service locations throughout the country, an 8.5 percent decrease from 2021. Five thousand institutional food service companies are serving corporations, hospitals, schools, universities, state and municipal offices, nursing homes, and some military bases, either via cooking in their own facilities and delivering the food or cooking on customer premises. Please read [our Food Service: HRI Report](#) for detailed analysis of the sector.

h. FOOD PROCESSING SECTOR

Despite the geopolitical and economic difficulties, the food processing industry is still one of the largest industries in Turkiye. There are nearly 58,000 food processing and beverage product enterprises in Turkiye as of the end of 2021. The food processing industry constitutes approximately 15 percent of all production industries. Despite current economic headwinds, the processed food industry is expected to continue growing in the coming years. Much of this growth will be fueled by several demographic trends, including continued urbanization, a large young population, an increase in the number women in the workforce, a rising number of college students, and an increasing number of single-person households. Even though U.S. processed foods and food processing ingredients face strong competition from local suppliers and from European countries, there are still market opportunities for U.S producers. Please read [our Food Processing Ingredients Report](#) for more details.

V. AGRICULTURAL and FOOD IMPORTS

a. AGRICULTURAL & FOOD IMPORT STATISTICS

Table 1: Consumer Oriented Agricultural Products Imported from the United States to Turkiye (2018 - 2023*)

³ As declared by Turkish Statistics Institute, annual CPI inflation was 84.39 percent and CPI food & non-alcoholic beverages annual inflation was 102.55 percent for 2021. CPI inflation was 64.27 percent and CPI food & non-alcoholic beverages annual inflation was 77.87 percent for 2022. As of November 2023, food & non-alcoholic beverages prices continued increasing for the last 37 months straight in Turkiye despite the decreasing food and beverage prices in the world. According to some independent NGOs real inflation is double these figures.

Thousands of USD		2018	2019	2020	2021	2022	2023**
Total		1,824,034	1,338,942	1,342,102	1,508,088	2,206,986	1,658,844
1	Cotton, Not Carded or Combed	729,118	646,488	590,778	566,167	1,168,554	666,223
2	Brewing or Distilling Dregs And Waste, W/Nt Pellet	224,224	127,772	161,594	281,585	166,796	171,141
3	Soybeans, Other Than Seed	108,058	0	0	129,715	137,012	116,530
4	Wood In Chips Or Particles, Coniferous	91,067	18,098	17,150	10,837	35,428	61,483
5	Animal Feed Prep. Except Dog or Cat Food for Retail Sale	13,911	12,657	11,208	8,714	16,050	8,479
6	Whole Hides And Skins, Of A Weight Exceeding 16 Kg, Or Bovine/Equine Animals, Whether Or Not Dehaired Or Split	4,064	1,405	3,333	963	13,086	10,232
7	Tobacco, Partly Or Wholly Stemmed/Stripped	56,117	16,227	18,909	7,775	10,657	15,065
8	Products, Including Dead Animals, Of Fish Or Crustaceans, Molluscs Or Other Aquatic Invertebrates, Unfit For Human Consumption, Nesoi	5,599	3,287	3,480	5,402	9,171	3,787
9	Wood in the rough, even peeled, or roughly squared, treated with paint, creosote or other preservatives, non-coniferous	2,227	1,616	3,443	5,439	8,875	4,215
10	Ash, Sawn Or Chipped Lengthwise, Sliced Or Peeled	3,920	2,949	3,302	4,950	8,158	6,074
11	Oak Wood, Sawn Or Chipped Lengthwise, Sliced Or Peeled, Whether Or Not Planed Etc., Over 6 Mm (.236 In.) Thick	4,491	3,547	3,716	3,698	7,360	4,015
12	Veneer Sheets And Sheets For Plywood, Etc. Whether Or Not Planed, Etc., Not Over 6 Mm (.236 In.) Thick, Of Nonconiferous Wood, Nesoi	4,824	4,944	5,452	6,020	7,333	6,454
13	Mixtures Of Odoriferous Substances And Mixtures (Including Alcoholic Solutions) With A Basis Of These Substances Used In The Food Or Drink Industries	5,539	5,298	4,092	4,092	6,800	4,605
14	Vegetable Seeds For Sowing	6,095	5,537	8,383	6,698	6,610	7,559
15	Ethyl Alcohol, Undenatured, Of An Alcoholic Strength By Volume Of 80% Vol. Or Higher	1	2,077	8,048	12,476	5,422	5
Other Agricultural & Related Products		564,780	487,040	499,214	453,556	599,675	572,976

Source: Trade Data Monitor, LLC.

* 2022 data is for the first nine months only (Jan. – Sept.)

Table 2: All Agricultural & Related Products* Imported from the United States to Turkiye (2018 - 2023)**

Thousands of USD		2018	2019	2020	2021	2022	2023*
Total		424,879	391,297	359,873	332,543	529,124	450,487
1	Almonds, Fresh Or Dried, Shelled and In Shell	116,112	119,113	134,416	113,698	157,396	115,410
2	Pistachios, Shelled and In shell, Fresh or Dried	71,988	83,189	20,109	38,939	174,921	183,387
3	Walnuts, Fresh Or Dried, In Shell and Shelled	110,672	87,268	83,693	78,153	84,569	62,791
4	Food Preparations Nesoi	38,567	24,773	41,856	46,455	43,923	39,148
5	Chicken Cuts & Edible Offal, Frozen	26,030	22,261	17,767	9,221	18,307	6,626
6	Whiskies	22,362	14,458	15,096	11,934	14,853	13,575
7	Fruit & Edible Plant Parts Nesoi, Prep Etc. Nesoi	894	677	827	1,944	5,106	1,377
8	Sauces Etc. Mixed Condiments And Seasonings Nesoi	1,319	1,427	920	1,617	2,345	2,201
9	Other Non-alch. Beverages (except water & non-alch. beer)	1,241	1,982	1,926	2,840	2,163	1,755
10	Tea Or Mate Extracts/Essences/Concentrates & Preps	3,434	1,932	2,899	3,543	2,141	2,938
11	Homogenized or Reconstituted Tobacco	1	2,114	830	1,553	1,863	991
12	Cheese, Nesoi, Including Cheddar And Colby	0	1,198	2,372	1,224	1,555	1,393
13	Citrus Fruit (Including Mixtures), Prep Etc Nesoi	1,338	2,051	2,050	1,635	1,355	747
14	Dog And Cat Food, Put Up For Retail Sale	468	547	582	1,048	973	634
15	Nuts, fresh or dried, whether or not shelled or peeled (excl. coconuts, Brazil nuts, cashew nuts, almonds, hazelnuts, filberts, walnuts, chestnuts, pistachios, macadamia nuts, kola nuts, areca nuts and pine nuts)	0	0	0	0	953	893
Others Consumer Oriented Agricultural Products		30,451	28,307	34,532	18,739	16,699	16,622

Source: Trade Data Monitor, LLC.

* Data for *Consumer Oriented Agricultural Products* are not shown in this table since they have been listed in Table 1 above. However, the total in the table includes Consumer Oriented Agricultural Products.

** 2022 data is for the first nine months only (Jan. – Sept.)

b. BEST HIGH-VALUE, CONSUMER-ORIENTED PRODUCT PROSPECTS CATEGORIES

Tree nuts, functional foods, sauces, gourmet/ethnic food ingredients, spices, certain dried fruits, and wine and non-alcoholic beverages are among the best high-value consumer-oriented food products with market potential. Please see [our Retail Foods Report](#) for more details.

VI. KEY CONTACTS and FURTHER INFORMATION

Turkish importers, agents, or distribution companies typically attend large trade shows such as [Anuga](#) in Germany, [Sial](#) in France, [Gulfood](#) in Dubai and [Seafood Expo Global](#) in Spain. Food trade shows in Türkiye can be helpful to visit before deciding to enter the market and promoting a product. [Anfas Food Product](#), [World Food Istanbul](#), [CNR Food Istanbul](#), [IbakTech](#), [Sirha Istanbul](#), [Ekoloji Izmir Exhibition](#), [Gourmet Izmir OliveTech Exhibition](#), [Future Fish EuroAsia](#), [Food & Nutritional Ingredients](#) and [F Istanbul](#) are good shows to visit and excellent opportunities to meet importers.

Entering the Turkish market often requires a long-term perspective and persistence, as building trust is important. Correct and thorough market analysis must be done before entry. Türkiye is a large country and has a very diverse set of consumers, retailers, HRI, and food processing entities. We recommend reviewing our other [reports](#) and contacting the FAS Türkiye office with any questions. Foreign Agriculture Service (FAS) offices listed below may assist with connecting U.S. food exporters and Turkish importers.

Office of Agricultural Affairs United States Department of Agriculture U.S. Embassy Ankara 1480 Sokak No:1, 06530 Cukurambar, Ankara, Türkiye Telephone: +90 312 455 5555 E-mail: agankara@usda.gov	Office of Agricultural Affairs United States Department of Agriculture U.S. Consulate General Istanbul Ucsehitler Sokak No:2, Istinye, 34460 Istanbul, Türkiye Telephone: +90 212 335 9068 E-mail: agistanbul@usda.gov
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Useful Links to Government & Industry Organizations

Republic of Türkiye, [Ministry of Agriculture and Forestry](#) (MinAF)

[Union of Chambers and Commodity Exchanges of Türkiye](#) (TOBB)

[Foreign Economic Relations Board of Türkiye](#) (DEIK)

[Investment Support and Promotion Agency of Türkiye](#) (ISPAT)

[All Foods Foreign Trade Association](#) (TUGIDER)

[Federation of All Food and Drink Industry Associations of Türkiye](#) (TGDF)

[Association of Food Additives and Ingredients Manufacturers](#) (GIDABIL)

[Federation of All Food and Drink Industry Associations of Türkiye](#) (TGDF)

[All Foods Foreign Trade Association](#) (TUGIDER)

Attachments:

No Attachments

[Turkish Federation Retailers](#) (TPF)

[Food Retailers Association](#) (GPD)

[Istanbul Retailers Association](#)

[Turkish Restaurant and Entertainment Association](#) (TURYID)

[Istanbul Food Industrialists Association](#) (IYSAD)

[Out of House Consumption Association](#) (ETUDER)

[Turkish Tourism Investors Association](#) (TTYD)

[Hotel Association of Türkiye](#) (TUROB)

[Turkish Small Hotels Association](#)

[All Restaurants and Restaurant Suppliers Association](#) (TURES)

[Association of Turkish Travel Agencies](#) (TURSAB)

[Turkish Statistics Institute](#) (TurkStat)