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Report Highlights:

Turkiye's HRI sector continues to grapple with rising inflation and economic uncertainty, while sales in terms of U.S. dollars have yet to recover to pre-pandemic levels. Persistent inflation has eroded consumer buying power, continuing the trend of cheaper dining options versus more expensive, sitdown restaurants. Tourism throughout Turkiye is making a comeback, helping to increasing overall HRI sales.

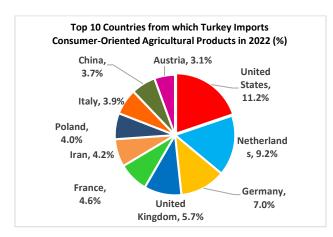
MARKET FACT SHEET: TURKIYE

Executive Summary

Turkiye has a young population of 83.5 million people, with a growing middle class that is fueling consumption. Turkiye is an emerging, largely free market economy and a leading producer of many agricultural and industrial products. Turkey has the 19th largest economy in the world, with GDP predicted to remain flat at about 4 percent in 2023 and beyond due to domestic and international economic challenges. Despite domestic and foreign competition, there are export opportunities for U.S. food products in Turkey's HRI sector.

Imports of Consumer-Oriented Agricultural Products

EU countries are the major suppliers of consumeroriented agricultural products, with the advantage of proximity and preferential duties under the Turkey-EU Customs Union. After the Netherlands, the United States is the second largest supplier of consumer-oriented products to Turkiye.



Food Processing Industry

Turkiye has a large and sophisticated food and beverage manufacturing sector, which relies on domestic and imported ingredients. As of 2022, there were nearly 53,000 food and beverage manufacturers in Turkiye. The industry, which supplies both domestic and export markets, continues to grow in response to strong consumer demand for increased convenience.

Food Retail Industry

The retail food industry, with sales topping \$93 billion in 2022, continues to grow amid recent economic difficulties. This growth is largely fueled by Turkey's young, heavily urbanized population, and a growing middle class. In the last decade, several foreign grocery chains have exited the market, while domestic chains have quickly expanded, especially discount outlets. Modern retailers and online grocery shopping are

becoming increasingly prominent as traditional retailers exit the market.

Quick Facts on Turkey's Food Sector

Consumer Food Service, 2022

US\$ 7.8 billion (retail sales)

<u>List of Top 10 Foreign Fast Food Chain Brands in Turkey</u>

(by market share in 2022, Euromonitor)

1. Burger King6. Popeyes2. Starbucks7. Little Caesar's3. Domino's Pizza8. Pizza Hut4. McDonald's9. Arby's5. KFC10. Papa John's

<u>List of Top 10 Domestic Fast Food Chain Brands in Turkey</u>

(by market share in 2022, Euromonitor)

1. Komagene Cigkofte6. Ekrem Coskum Doner2.Tavuk Dunyasi7. Pidem3. Mado Cafe8. Terra Pizza4. Kahve Dunyasi9. Bay Doner5. Oses10. SushiCo

Top 10 Retailers (by market share in 2022, Euromonitor)

 1. Bim
 6. Ekonomi

 2. A 101
 7. Halkmar

 3. Şok
 8. Sec

 4. Migros
 9. Onur

 5. CarrefourSA
 10. File

GDP/Population

Population: 85.59 million (2023, CIA) GDP: USD 896 billion (2022, EIU)

GDP Per Capita: USD 10,655 (2022, TurkStat)

Sources: CIA World Factbook (CIA); Euromonitor International; Turkish Statistical Institute (TurkState); Trade Data Monitor International (TDM), Economist Intelligence Unit (EIU)

Strengths/Weaknesses/Opportunities/Threats **Strengths** Weaknesses Growth of GDP and Domestic and international disposable income in the political challenges last decade Economic instabilities that Large population base: are eroding consumers' young and growing purchasing power **Opportunities Threats** Complex and time-Unsaturated market, open consuming import for new items procedures Growing demand for high value packed food, ready Strong traditional food and to-eat/cook meals as the cuisine affecting share of working women consumption habits increases

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I. MARKET SUMMARY

Turkiye is an emerging, largely free economy with a robust production capacity for agricultural goods and textiles. According to the latest prediction by the International Monetary Fund (IMF), Türkiye's GDP in 2023 is on track to increase year-over-year by about 4.4 percent. By 2024 the Government of Turkiye estimates that figure to fall to 4 percent. The GoT also predicts that inflation will rise to 65 percent by the end of the year, before dipping to 33 percent next year. Economic growth in 2023 is predicted to stay flat year-to-year at 3.9 percent because of continued economic uncertainties, both at home and abroad.¹

Following the re-election of President Recep Tayyip Erdogan in May 2023, Turkey shifted to more conventional economic policies, particularly as it relates to interest rates, and made other market interventions. Still, uncertainty remains for foreign investors, and the near-term outlook does not provide much in the way of significantly positive updates to the purchasing power of Turkish buyers. In parallel with shifts in its economic policies, rising international energy and commodity prices have fueled record inflation, and the depreciation of the Turkish Lira (TL) continues to cause food prices to rise. The Turkish government's interventions continue to have limited success, although the outlook is promising, and at the time of this report Moody's upgraded the outlook on Turkish banks from "negative" to "stable." The government is expected to continue its market-stabilizing efforts, especially ahead of upcoming local elections.

In September of this year, it was reported that food prices rose 5.9% in September compared to the previous month, while price hikes in the first nine months of the year reached 70%. While annual food inflation jumped 107.1%, it has soared 447% since September 2021. Independent think-tanks peg inflation estimates at 65 percent, with a high expected at 73 percent by May 2024.² At the same time, the TL has continued to sink in value against the U.S. dollar and other major currencies. At the time of this report, the TL was trading against the USD at 27.06 TL/USD, compared to 17.93 TL/USD last August.

Rising inflation and a depreciating currency continues to increase operational costs (e.g., rent, electricity) for food service companies in Türkiye, forcing them to raise their sales prices. The pandemic forced these companies to adapt and cut costs to stay competitive, however as Turkiye continues its return to more normal HRI operations, domestic and international economic instability are hampering its ability to surpass pre-COVID levels. Fast-food companies, such as Burger King, Popeyes, and Usta Doner, were able to survive the pandemic since they could efficiently deliver food to customers at a low cost.

The demand for restaurant home delivery service continues to expand as consumers increasingly desire greater convenience. Most full-service restaurants have now partnered with Yemek Sepeti, Türkiye's largest online food and beverage delivery service company, to deliver food to the customer's doorstep. In addition, many limited service restaurants, like fast food chains, have deployed their own scooter delivery service.

The HRI sector continues to recover from the negative effects of COVID-19 lockdowns and restrictions during 2020 and most of 2021. By the end of 2021, restaurant sales figures surpassed pre-COVID-19 levels in terms of Turkish Lira but not in U.S. dollar terms. Meantime, the number of food service outlets remained below pre-pandemic levels. See tables 1 and 2.

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¹ Economist Intelligence Unit, 2022

² JP Morgan Chase, 2023

Table 1: Consumer Food Service Value, Number of Outlets and Number of Transactions

Consumer Food Service	2017	2018	2019	2020	2021	2022
Retail Sales Price (USD million y-o-y)	20,391	19,613	20,082	9,467	14,651	15,398
Retail Sales Price (USD million fixed rate)*	4,461	5,693	6,837	3,988	7,817	15,398
Number of Outlets (count)	123,346	129,545	132,585	108,641	119,000	108,861
Number of Transactions (millions)	4,271	4,829	5,200	2,093	3,428	3,553

Source: Euromonitor International, 2023

*Fixed in 2022 prices

Table 2: Number of Outlets per Type of Foodservice

Consumer Foodservice by Types (units)	2017	2018	2019	2020	2021	2022
Full-Service Restaurants	46,105	46,646	46,541	33,137	39,872	34,191
Cafes/Bars	46,354	46,866	46,221	38,088	40,866	35,259
Limited-Service Restaurants (Fast Food)	18,835	21,872	24,355	23,795	25,266	27,529
Street Stalls/Kiosks	7,515	9,621	10,908	9,994	9,195	8,214
Self-Service Cafeterias	4,507	4,540	4,560	3,627	3,801	3,668
Total Consumer Food Service	123,316	129,545	132,585	108,641	119,000	108,861

Source: Euromonitor International, 2023

Tourism is important to the wellbeing of the Turkish economy and the country's HRI sector. In 2019, before COVID-19, approximately 45 million tourists visited Turkiye. By the end of 2022, there were 44.6 million tourists, who spent approximately \$46.5 billion. Most tourists are from Russia, Germany, Ukraine, Bulgaria, and Iran, though U.S. tourists are making a comeback to pre-pandemic levels. Tourists tend to stay in Istanbul and at beach resorts and all-inclusive hotels in Antalya and along Türkiye's Mediterranean coast.

Number of Foreigners Entering to Turkiye Between 2013-2022 (million) Attempted coup COVID-19 restrections n

Figure 1. Foreigners Entering Türkiye

Source: TurkStat, 2023

The Turkish food service sector is large, highly fragmented, and can be divided into two categories: commercial and institutional food service. Commercial food service consists of full-service, self-service restaurants (e.g., Turkish home-style restaurants), limited-service restaurants (e.g., fast food), as well as cafes/bars, and street stalls/kiosks.

Commercial Food Service

In 2022, there were about 109,000 commercial food service restaurants in Türkiye with sales of more than 257 billion TL (\$15 billion, see table 2). Interestingly, sales in terms of TL exceeded prepandemic levels because of inflation. However, sales in USD terms and the numbers of restaurants and transactions lagged behind pre-pandemic levels. It will probably take a few more years for sales (USD terms) and the number of restaurants to reach where they were prior to the pandemic.

Full-service restaurants, which were hit the hardest during the pandemic, saw the largest increase in sales in 2021, though by 2022 that surge had flattened. The increase in tourism will benefit the HRI sector, especially full-service restaurants. At the same time, food sales for cafes/bars and limited-service restaurants in 2021 increased year-over-year but at a slower pace compared to full-service restaurants. Both the number of and sales at limited-service restaurants, especially pizza restaurants, bakeries, and coffee shops, is expected to expand in the future as Turks search for cheaper alternatives amid diminishing purchasing power. Of particular interest, the number of coffee shops has increased in parallel with a fivefold increase in per capita coffee consumption over the last 15 years.

Food Service Value (Retail Sales Prices) 120.000 300.000 Retail Sales Value (millions of TL) by Type of Retail Sales Value (millions of TL) Total (bars) 100.000 250.000 200,000 80,000 Foodservice (lines) 60,000 150,000 40,000 100,000 20,000 50,000 0 0 2017 2018 2019 2020 2021 2022 Full-Service Restaurants Total Consumer Food Service — -Cafes/Bars Limited-Service Restaurants -Self-Service Cafeterias Street Stalls/Kiosks

Figure 2: Food Service Value of Türkiye in Turkish Lira

Source: Euromonitor International, 2023

During the last decade, there have been several foreign full-service restaurants/brands that entered the Turkish market but later left for different reasons. Some of the restaurants that came and went, include El Torito, TGI Friday's, Chili's, Jamie Oliver, Tom's Kitchen, Spice Market, Hakkasan, Benihana, Armani Café, Ciprani, Bice, Nando's, Laduree, De Silvano, Rainforest Café, P.F. Chang's, and Hard Rock Café. Some foreign chains, such as Zuma, reduced their footprint. Foreign cafés such as Paul's and Baskin Robbins have also left Türkiye.

According to one food industry contact, the reason these restaurants didn't last or had to reduce the size of the operations was because their menu prices were too high compared to similar, local options, especially fast-food options. In contrast to foreign full-service restaurants, foreign fast-food restaurants, such as Popeyes, Burger King, and others, are quite popular in the market since menu items are typically cheaper.

The Cheesecake Factory reportedly decided not to enter the market because of Türkiye's <u>zero</u> tolerance policy on food ingredients derived from biotechnology.³

Institutional Food Service

A significant number of institutional food service companies have been established in Türkiye since the late 1970s. These companies serve corporate canteens, schools, hospitals, nursing homes, events in different venues, and more recently even some military facilities. According to the Federation of Food Industrialist Associations (YESIDEF), there are around 5,000 institutional food service companies, with sales volumes of about \$6 billion in 2022. The number of companies has stayed relatively constant as through the pandemic, economic slowdown, and rising food inflation.

The size of institutional food service companies varies significantly, from small local firms to large international ones such as <u>ISS</u> and <u>Sodexo</u>. These companies either prepare the food at their individual facilities and deliver it or prepare the food on site. Institutional food service companies in general do

³ Hurriyet Daily Newspaper, June 23, 2016. Cheesecake Factory's Turkiye Izini Cikmadi.

not use imported ingredients except some bulk commodity agricultural items such as rice, pulses, and vegetable oils.

Table 3: Advantages & Challenges of the Turkish Food Service Market

<u>ADVANTAGES</u>	<u>CHALLENGES</u>
A large and young population. A growing middle and upper middle classes with dual-income households. Quality-conscious consumers.	Import procedures and rules are complex, time-consuming, and often lack transparency. A zero-tolerance for biotech products or ingredients in food complicates food business operations.
Strong economic growth over the last decade. Growing demand for convenience, quality, and affordability.	Rising inflation and higher food costs are making consumers more price conscious. Consumers are looking for cheaper alternatives amid eroding purchasing power.
Many Turks travel abroad and are increasingly interested in new cuisines (e.g., Asian) and ingredients.	Strong demand for local cuisine, making it difficult for foreign restaurant brands to compete.
Some local casual full-service restaurants are updating and improving menus with new tastes. This is an opportunity for new ingredients to enter the market.	Misinformation and negative media about processed food ingredients and additives.
Unsaturated market, open for new cuisines.	

Source: Market observations of FAS Istanbul Office.

II. ROAD MAP FOR MARKET ENTRY

a. ENTRY STRATEGY

After conducting market research and identifying a potential market opportunity within the HRI sector, it is important to develop a solid market entry strategy. Finding a local agent is a safe approach for entry into the market, especially for medium and small enterprises. Agents are sometimes importers, distributors, wholesalers, commission-based traders, or a combination thereof.

A good agent can provide guidance on the market, including import rules and regulations, which ports to utilize, and local business practices. They can also conduct market intelligence, make introductions to prospective buyers, etc. Before selecting any local agent, it is highly recommended to personally meet with several of them on a visit to Türkiye. For larger companies with more resources, it might be an option to establish a company in Türkiye and hire local personnel.

Attending international and domestic food trade shows can be helpful in making connections with prospective buyers and deciding whether to enter the market. Local food companies and buyers typically attend large international shows such as <u>Anuga</u> in Germany, <u>Sial</u> in France, or <u>Gulf Food</u> in Dubai. <u>Anfas Food Product</u>, <u>World Food Istanbul</u>, <u>IbaTech</u> and Food Ingredients <u>Fi Istanbul</u> are popular domestic shows in Türkiye. <u>Travel Turkey Izmir Expo</u> and <u>Eastern Mediterranean</u> International Tourism & Travel Exhibition are two local tourism-related exhibitions.

Import procedures are complicated and burdensome in Türkiye.⁴ This makes a local business ally more essential. For details on the requirements, please refer to our Turkey Exporter Guide and FAS Türkiye

⁴ FINAL IMPORT APPROVAL OF ANY PRODUCT IS SUBJECT TO THE IMPORTING COUNTRY'S RULES AND REGULATIONS AS INTERPRETED BY BORDER OFFICIALS AT THE TIME OF PRODUCT ENTRY. Please verify the whole set of import requirements with the customer and officials.

reports on <u>Food and Agricultural Import Regulations and Standards</u> and <u>Required Certificates</u>. The U.S. Foreign Commercial Service also gives some general information on doing business in Türkiye.

Entering the Turkish market often requires a long-term perspective and persistence, as building trust is important. Correct market analysis must be done thoroughly before entry. Türkiye is a large country and has a very diverse set of consumers and food processing entities. We recommend reviewing our other reports and contacting the FAS Ankara office with any questions.

b. MARKET STRUCTURE & DISTRIBUTION

Türkiye'sHRI sector is very large and fragmented, and most restaurants and hotels are standalone. The majority of the hotels and resorts are concentrated in the south and west coasts of Türkiye and in large cities.

The HRI sector typically buys imported food items from a local agent or importer since it is easier than importing directly. HRI facilities also



buy imported food products from retailer/cash & carry or wholesale/distributor.

c. SUB-SECTOR PROFILES

Important HRI companies in Türkiye are listed below by sector, with links to their websites.

Fast Food

- 1. McDonald's Turkey
- 2. Burger King Turkey
- 3. Arby's Turkey
- 4. Kentucky Fried Chicken Turkey
- 5. Popeye's Turkey
- 6. Carl's Jr. Turkey
- 7. Subway Turkey
- 8. Bereket Doner
- 9. Bay Doner
- 10. Usta Donerci
- 11. Tavuk Dunyasi
- 12. Kofteci Ramiz
- 13. Sultanahmet Koftecisi
- 14. Kasap Doner
- 15. Etiler Marmaris
- 16. Oses Cigkofte
- 17. Komagene
- 18. Kahta Cigkofte
- 19. Cigkoftem
- 20. Simit Saravi
- 21. Sbarro Turkey
- 22. Ekrem Coskun Doner

Pizza Chains

- 1. Pizza Hut
- 2. Papa John's
- 3. Domino's
- 4. Little Caesars
- 5. Pizza
- 6. Bafetto
- 7. Pizza Bulls
- 8. Panino Pizza
- 9. Pasaport Pizza
- 10. Pizza House
- 11. Pizza Raffaele
- 12. Tadim Pizza
- 13. Sampi Pide (Turkish style pizza)
- 14. Neli Pide (Turkish style)
- 15. Bafra Pide (Turkish style)
- 16. Citir Usta (Turkish style)
- 17. Pidem (Turkish style)

Full-Service Restaurants

- 1. Big Chefs (Casual)
- 2. Mid-Point (Casual)
- 3. Kitchenette (Casual)
- 4. The House Café (Casual)
- 5. Leman Kultur (Casual)

- 6. Happy Moon's (Casual)
- 7. Cook Shop (Casual)
- 8. Kirinti (Casual)
- 9. SushiCo (Casual)
- 10. <u>Eataly Turkey</u> (Casual)
- 11. Mezalluna (non-casual)
- 12. Paper Moon Turkey (Non-casual)
- 13. Nusret (Casual, Steak)
- 14. Gunaydin Et (Kebap, Steak)
- 15. Kosebasi Kebap
- 16. Develi Kebap
- 17. Kasibeyaz Kebap
- 18. Gelik (Kebap)
- 19. Tike (Kebap)
- 20. Hamdi Kebap

Coffee Shops

- 1. Starbucks Turkey
- 2. Kahve Dunyasi
- 3. Caffé Nero
- 4. Tchibo
- 5. Caribou Turkey
- 6. Gloria Jean's Turkey
- 7. Barnie's Coffee & Tea Turkey
- 8. <u>Lavazza Turkey</u>
- 9. Kahveci Hacibaba
- 10. Gonul Kahvesi
- 11. Kahve Duragi
- 12. Kahve Diyari
- 13. Kahve Dervasi
- 14. The Espresso Lab
- 15. Bayramefendi Osmanli Kahvecisi
- 16. Kocatepe Kahve Evi

Hotels & Resorts

1. Hilton Turkey

- 2. Marriott Turkey
- 3. Sheraton Hotels Turkey
- 4. Best Western Turkey
- 5. Radisson Blu Turkey
- 6. Holiday Inn Turkey
- 7. Dedeman Hotels
- 8. Rixos Hotels
- 9. Marmara Hotels
- 10. Kempinski Hotels Turkey
- 11. Swiss Otel Turkey
- 12. Wyndham Hotels Turkey
- 13. Four Seasons Hotels
- 14. Club Med Turkey
- 15. Movenpick Hotel Turkey
- 16. Voyage Hotels
- 17. Divan Hotels
- 18. Anemon Hotels
- 19. Accor Hotels Turkey
- 20. Crown Plaza Hotels
- 21. Intercontinental Hotels

Institutional Food Service

- 1. Sodexo Turkey
- 2. ISS Turkey
- 3. Sofra
- 4. Sardunya
- 5. Martas
- 6. Kevveni
- 7. Basak
- 8. Polesan
- 9. Uc Ogun Catering
- 10. Bortar
- 11. Tadin Yemek
- 12. Elchyn Catering

III. COMPETITION

According to Post's market observations, local processed food and agricultural products are the main competitor for U.S.-origin processed food and agricultural products used by the local food service industry. Türkiye has a well-developed food processing sector that produces quality food items for the Turkish market and for export. There is also diverse production of agricultural products such as fruits, vegetables, tree nuts, grains, pulses, poultry, dairy, fish, and meat. Despite its diverse production base, demand in Türkiye outpaces the supply for many agricultural items, making it necessary for the country to import many of the same products it produces, like tree nuts, grains, and pulses.

In addition to local production, U.S. products face competition from European processed food products and ingredients, which enter the market at a lower or zero tariff rate because of the EU-Turkey customs union. Furthermore, European products benefit from lower freight costs and shorter delivery times, with

most shipments going by truck. Türkiye has <u>FTAs with 22 other countries</u>, with many including preferential tariff rates on food and agriculture products.

Please refer to our <u>Retail Foods</u> and <u>Food Processing Ingredients</u> reports for more detailed numbers on consumer-oriented agricultural goods and processed products/ingredients exporting countries to Türkiye.

IV. <u>BEST PRODUCT PROSPECTS CATEGORIES</u>

Türkiye is a very competitive and price sensitive market for many items. A thorough analysis should be done before prospective exporters consider Türkiye as a long-term market. Exporters should be sensitive in brand positioning and be prepared for sufficient marketing activities and advertising. Note that some products from the United States currently face <u>additional tariffs</u>, which affects competitiveness.

a. U.S. PRODUCTS CURRENTLY REPRESENTED IN THE MARKET WITH GOOD SALES POTENTIAL

- 1. Tree nuts, such as almonds and walnuts
- 2. Pulses
- 3. Sauces
- 4. Functional foods
- 5. Gourmet and ethnic food ingredients
- 6. Seafood products

- 7. Spices (some niche spices)
- 8. Cranberries and select dried fruits
- 9. Beer, whiskey, bourbon, other alcoholic and non-alcoholic beverages
- 10. New food additives, food processing aids

b. U.S. PRODUCTS NOT CURRENTLY PRESENT IN THE MARKET BUT WHICH HAVE GOOD SALES POTENTIAL

- 1. Pecans
- 2. Organic processed food

- 3. Organic and specialized coffees
- 4. Specialized cheeses and other dairy products

c. U.S. PRODUCTS NOT PRESENT IN THE MARKET BECAUSE THEY FACE SIGNIFICANT BARRIERS

- 1. Foods and ingredients derived from biotech crops (<u>Please see our Agricultural</u> <u>Biotechnology Annual Report</u>)
- 2. Organic sugar
- 3. Beef and products
- 4. Rice

V. KEY CONTACTS AND FURTHER INFORMATION

Republic of Türkiye, Ministry of Agriculture and Forestry (MinAF)

Federation of All Food and Drink Industry Associations of Turkey (TGDF)

Federation of Food Industrialists Associations (YESIDEF)

All Foods Foreign Trade Association (TUGIDER)

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 Turkey (TUROB)

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Turkish Small Hotels Association

All Restaurants and Restaurant Suppliers Association (TURES)

Association of Turkish Travel Agencies (TURSAB)

<u>Turkish Statistics Institute</u> (TurkStat)

Union of Chambers and Commodity Exchanges of Turkey (TOBB)

Foreign Economic Relations Board of Turkey (DEIK)

Investment Support and Promotion Agency of Turkey (ISPAT)

Attachments:

No Attachments