

# Fast Food in Turkey

<https://marketpublishers.com/r/FA8E90CBB21EN.html>

Date: May 2018

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: FA8E90CBB21EN

## Abstracts

Due to the ongoing macroeconomic deterioration, in the form of rising inflation and the decreasing exchange rate value of the Turkish lira against foreign currencies, price-sensitivity among consumers continued to increase in 2017. Therefore, a rising number of consumers preferred fast food as a relatively cheaper alternative to other formats such as cafés or full-service restaurants. The trend of increasing price-sensitivity has mostly benefited categories such as bakery products, chicken and b...

Euromonitor International's Fast Food in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2022 illustrate how the market is set to change.

**Product coverage:** Chained Fast Food, Fast Food by Fast Casual vs Non-Fast Casual, Fast Food by Type, Independent Fast Food.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Fast Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Prospects

Increasing Price-sensitivity Among Consumers Benefits Fast Food

Premiumisation and Combining Local, Traditional Flavours With International Ones

Continue To Guide New Product Developments

Competitive Landscape

Tab Gida San Ve Ticaret As Continues To Lead Fast Food and Registers the Most Dynamic Value Share Growth

Companies Try To Strengthen Their Competitive Advantage by Increasing Their Investments in Their Online Operations

Category Data

Table 1 Fast Food by Category: Units/Outlets 2012-2017

Table 2 Sales in Fast Food by Category: Number of Transactions 2012-2017

Table 3 Sales in Fast Food by Category: Foodservice Value 2012-2017

Table 4 Fast Food by Category: % Units/Outlets Growth 2012-2017

Table 5 Sales in Fast Food by Category: % Transaction Growth 2012-2017

Table 6 Sales in Fast Food by Category: % Foodservice Value Growth 2012-2017

Table 7 Fast Food by Fast Casual vs Non-Fast Casual: Units/Outlets 2012-2017

Table 8 Sales in Fast Food by Fast Casual vs Non-Fast Casual: Number of Transactions 2012-2017

Table 9 Sales in Fast Food by Fast Casual vs Non-Fast Casual: Foodservice Value 2012-2017

Table 10 Fast Food by Fast Casual vs Non-Fast Casual: % Units/Outlets Growth 2012-2017

Table 11 Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Transaction Growth 2012-2017

Table 12 Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Foodservice Value Growth 2012-2017

Table 13 GBO Company Shares in Chained Fast Food: % Foodservice Value 2013-2017

Table 14 GBN Brand Shares in Chained Fast Food: % Foodservice Value 2014-2017

Table 15 Forecast Fast Food by Category: Units/Outlets 2017-2022

Table 16 Forecast Sales in Fast Food by Category: Number of Transactions 2017-2022

Table 17 Forecast Sales in Fast Food by Category: Foodservice Value 2017-2022

Table 18 Forecast Fast Food by Category: % Units/Outlets Growth 2017-2022

Table 19 Forecast Sales in Fast Food by Category: % Transaction Growth 2017-2022

Table 20 Forecast Sales in Fast Food by Category: % Foodservice Value Growth 2017-2022

Table 21 Forecast Fast Food by Fast Casual vs Non-Fast Casual: Units/Outlets 2017-2022

Table 22 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: Number of Transactions 2017-2022

Table 23 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: Foodservice Value 2017-2022

Table 24 Forecast Fast Food by Fast Casual vs Non-Fast Casual: % Units/Outlets Growth 2017-2022

Table 25 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Transaction Growth 2017-2022

Table 26 Forecast Sales in Fast Food by Fast Casual vs Non-Fast Casual: % Foodservice Value Growth 2017-2022

Executive Summary

Consumer Foodservice Records A Better Performance in 2017

Ongoing Macroeconomic Slump Continues To Diminish Transactions

Tab Gida San Ve Ticaret As Continues To Lead Consumer Foodservice

Independent Consumer Foodservice Continues To Lose Share To Chained Consumer Foodservice

A Better Performance Over the Forecast Period Is Expected in Consumer Foodservice Market Data

Table 27 Units, Transactions and Value Sales in Consumer Foodservice 2012-2017

Table 28 Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2012-2017

Table 29 Consumer Foodservice by Independent vs Chained: Units/Outlets 2012-2017

Table 30 Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2017

Table 31 Sales in Consumer Foodservice by Eat-In vs Delivery and To-Go: % Foodservice Value 2012-2017

Table 32 Sales in Consumer Foodservice by Food vs Drinks Split: % Foodservice Value 2012-2017

Table 33 Sales in Consumer Foodservice by Food vs Drinks Split by Type: % Foodservice Value 2017

Table 34 Sales in Consumer Foodservice by Online/Offline Ordering: % Foodservice Value 2013-2017

Table 35 Sales in Consumer Foodservice by Location: % Foodservice Value 2012-2017

Table 36 GBO Company Shares in Chained Consumer Foodservice: % Foodservice

Value 2013-2017

Table 37 GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2014-2017

Table 38 GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2017

Table 39 Forecast Units, Transactions and Value Sales in Consumer Foodservice 2017-2022

Table 40 Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2017-2022

Sources

Summary 1 Research Sources

## I would like to order

Product name: Fast Food in Turkey

Product link: <https://marketpublishers.com/r/FA8E90CBB21EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FA8E90CBB21EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970