

Turkey Halal Food Market Size, Share, Trends and Forecast by Product, Distribution Channel, and Region, 2026-2034

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Abstracts

The Turkey halal food market was valued at USD 38.95 Billion in 2025 and is projected to reach USD 103.98 Billion by 2034, exhibiting a CAGR of 9.95% during 2026-2034. E-commerce facilitates cross-border trade, supporting exports of Turkish halal products to Muslim-majority countries and regions with the growing halal demand. Besides this, with the government endorsing halal travel as a strategic pillar, the broadening of tourism activities is contributing to the expansion of the Turkey halal food market share.

Turkey Halal Food Market Trends:

Broadening of e-commerce portals

The expansion of e-commerce portals is fueling the growth of the market in Turkey, as digital platforms are transforming the way people access and purchase food products. As per the IMARC Group, the Turkey e-commerce market size reached USD 235.1 Billion in 2024. Increasing acceptance of online shopping is allowing halal food manufacturers and retailers to connect with a broader audience, both locally and globally, free from the constraints of conventional stores. As smartphone usage is rising, along with secure payment systems and dependable delivery networks, individuals find it easy to purchase halal-certified products online, including meat, poultry, packaged items, and ready-to-eat (RTE) meals. This shift is particularly beneficial for niche halal brands and small businesses that gain visibility and competitiveness through digital platforms. Online marketplaces also allow individuals to verify certifications, read reviews, and compare item offerings, increasing confidence and transparency in halal food purchases. Moreover, e-commerce facilitates cross-border trade, supporting exports of Turkish halal products to Muslim-majority countries and regions with the

growing halal demand. Subscription-based models, flash sales, and personalized promotions on e-commerce portals are further boosting user engagement.

Increasing tourism activities

Rising tourism activities are propelling the Turkey halal food market growth, as millions of international visitors, particularly from Muslim-majority countries, are seeking halal-compliant dining options during their stay. As per industry reports, in 2024, Turkey hosted 52.63 Million foreign tourists, reflecting a 6.9% rise from 2023. Turkey's reputation as a cultural, historical, and leisure destination attracts tourists who prioritize halal-certified meals, thereby catalyzing the demand across restaurants, hotels, and catering services. The growth of halal tourism packages and specialized halal-friendly hotels is further fueling the market expansion, as food and beverage (F&B) operators align their menus with global halal standards to cater to diverse tourist preferences. Rising domestic and international events, cultural festivals, and religious tourism also contribute to higher consumption of halal-certified food items. The influx of tourists is not only boosting local foodservice revenues but also driving product innovations and greater availability of halal-certified packaged food items in airports, hotels, and retail outlets. With the government promoting halal travel as a strategic pillar, the broadening of tourism activities continues to strengthen Turkey's halal food ecosystem, ensuring a robust and sustainable demand base.

Turkey Halal Food Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product and distribution channel.

Product Insights:

Meat, Poultry and Seafood

Fruits and Vegetables

Dairy Products

Cereals and Grains

Oil, Fats and Waxes

Confectionery

Others

The report has provided a detailed breakup and analysis of the market based on the product. This includes meat, poultry and seafood, fruits and vegetables, dairy products, cereals and grains, oil, fats and waxes, confectionery, and others.

Distribution Channel Insights:

Traditional Retailers

Supermarkets and Hypermarkets

Online

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes traditional retailers, supermarkets and hypermarkets, online, and others.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Key Questions Answered in This Report:

How has the Turkey halal food market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey halal food market on the basis of product?

What is the breakup of the Turkey halal food market on the basis of distribution channel?

What is the breakup of the Turkey halal food market on the basis of region?

What are the various stages in the value chain of the Turkey halal food market?

What are the key driving factors and challenges in the Turkey halal food market?

What is the structure of the Turkey halal food market and who are the key players?

What is the degree of competition in the Turkey halal food market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 TURKEY HALAL FOOD MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 TURKEY HALAL FOOD MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 TURKEY HALAL FOOD MARKET - BREAKUP BY PRODUCT

- 6.1 Meat, Poultry and Seafood
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Fruits and Vegetables
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Dairy Products

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Cereals and Grains

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Oil, Fats and Waxes

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Confectionery

6.6.1 Overview

6.6.2 Historical and Current Market Trends (2020-2025)

6.6.3 Market Forecast (2026-2034)

6.7 Others

6.7.1 Historical and Current Market Trends (2020-2025)

6.7.2 Market Forecast (2026-2034)

7 TURKEY HALAL FOOD MARKET - BREAKUP BY DISTRIBUTION CHANNEL

7.1 Traditional Retailers

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Supermarkets and Hypermarkets

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Online

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Others

7.4.1 Historical and Current Market Trends (2020-2025)

7.4.2 Market Forecast (2026-2034)

8 TURKEY HALAL FOOD MARKET – BREAKUP BY REGION

8.1 Marmara

- 8.1.1 Overview
- 8.1.2 Historical and Current Market Trends (2020-2025)
- 8.1.3 Market Breakup by Product
- 8.1.4 Market Breakup by Distribution Channel
- 8.1.5 Key Players
- 8.1.6 Market Forecast (2026-2034)

8.2 Central Anatolia

- 8.2.1 Overview
- 8.2.2 Historical and Current Market Trends (2020-2025)
- 8.2.3 Market Breakup by Product
- 8.2.4 Market Breakup by Distribution Channel
- 8.2.5 Key Players
- 8.2.6 Market Forecast (2026-2034)

8.3 Mediterranean

- 8.3.1 Overview
- 8.3.2 Historical and Current Market Trends (2020-2025)
- 8.3.3 Market Breakup by Product
- 8.3.4 Market Breakup by Distribution Channel
- 8.3.5 Key Players
- 8.3.6 Market Forecast (2026-2034)

8.4 Aegean

- 8.4.1 Overview
- 8.4.2 Historical and Current Market Trends (2020-2025)
- 8.4.3 Market Breakup by Product
- 8.4.4 Market Breakup by Distribution Channel
- 8.4.5 Key Players
- 8.4.6 Market Forecast (2026-2034)

8.5 Southeastern Anatolia

- 8.5.1 Overview
- 8.5.2 Historical and Current Market Trends (2020-2025)
- 8.5.3 Market Breakup by Product
- 8.5.4 Market Breakup by Distribution Channel
- 8.5.5 Key Players
- 8.5.6 Market Forecast (2026-2034)

8.6 Black Sea

- 8.6.1 Overview

8.6.2 Historical and Current Market Trends (2020-2025)

8.6.3 Market Breakup by Product

8.6.4 Market Breakup by Distribution Channel

8.6.5 Key Players

8.6.6 Market Forecast (2026-2034)

8.7 Eastern Anatolia

8.7.1 Overview

8.7.2 Historical and Current Market Trends (2020-2025)

8.7.3 Market Breakup by Product

8.7.4 Market Breakup by Distribution Channel

8.7.5 Key Players

8.7.6 Market Forecast (2026-2034)

9 TURKEY HALAL FOOD MARKET – COMPETITIVE LANDSCAPE

9.1 Overview

9.2 Market Structure

9.3 Market Player Positioning

9.4 Top Winning Strategies

9.5 Competitive Dashboard

9.6 Company Evaluation Quadrant

10 PROFILES OF KEY PLAYERS

10.1 Nestl?

10.1.1 Business Overview

10.1.2 Products Offered

10.1.3 Business Strategies

10.1.4 SWOT Analysis

10.1.5 Major News and Events

10.2 Ya?ar Holding

10.2.1 Business Overview

10.2.2 Products Offered

10.2.3 Business Strategies

10.2.4 SWOT Analysis

10.2.5 Major News and Events

10.3 Cargill, Incorporated

10.3.1 Business Overview

10.3.2 Products Offered

10.3.3 Business Strategies

10.3.4 SWOT Analysis

11 TURKEY HALAL FOOD MARKET - INDUSTRY ANALYSIS

11.1 Drivers, Restraints, and Opportunities

11.1.1 Overview

11.1.2 Drivers

11.1.3 Restraints

11.1.4 Opportunities

11.2 Porters Five Forces Analysis

11.2.1 Overview

11.2.2 Bargaining Power of Buyers

11.2.3 Bargaining Power of Suppliers

11.2.4 Degree of Competition

11.2.5 Threat of New Entrants

11.2.6 Threat of Substitutes

11.3 Value Chain Analysis

12 APPENDIX

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