

Turkey Online Grocery Market Size, Share, Trends and Forecast by Product Type, Business Model, Platform, Purchase Type, and Region, 2026-2034

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Abstracts

The Turkey online grocery market size reached USD 7,975.9 Million in 2025. Looking forward, the market is projected to reach USD 66,812.4 Million by 2034, exhibiting a growth rate (CAGR) of 25.84% during 2026-2034. The market is expanding rapidly, driven by urbanization, digital adoption, and rising consumer preference for convenient shopping solutions. Increased smartphone penetration and secure digital payment options are also enhancing accessibility. Growing demand for fresh produce, packaged foods, and same-day delivery services is further fueling market growth, strengthening overall Turkey online grocery market share.

TURKEY ONLINE GROCERY MARKET TRENDS:

Rising Mobile Commerce

Mobile commerce is emerging as a key factor driving the adoption of online grocery shopping in Turkey. As smartphone usage increases and internet access becomes more affordable, consumers are increasingly turning to mobile apps for their shopping needs due to the convenience and speed they offer. According to industry reports, in early 2025, Turkey had 80.7 million cellular mobile connections, representing 92.1% of its population. Internet users numbered 77.3 million, with an online penetration of 88.3%. These applications deliver personalized suggestions, digital payment options, and intuitive interfaces, making the grocery shopping experience smoother. Younger consumers, in particular, are propelling this trend by preferring mobile-first alternatives over traditional shopping styles. Furthermore, app-based loyalty programs and exclusive discounts incentivize repeat purchases, enhancing customer engagement. Retailers are also focusing on optimizing their apps and utilizing push notifications to

improve customer interaction and retention. This transition to mobile platforms simplifies the purchasing process while enabling companies to gain valuable insights into consumer behavior. Overall, mobile commerce is playing a significant role in Turkey online grocery market growth, transforming shopping habits across the country.

Same-Day and Express Delivery

The increasing demand for same-day and express delivery services is transforming the online grocery sector in Turkey. Consumers are placing a higher priority on speed and dependability when ordering essential items, especially fresh produce and daily necessities. In response, retailers and e-commerce platforms are enhancing their logistics networks, collaborating with last-mile delivery services, and broadening their warehouse capacities in urban regions. This service boosts customer satisfaction and fosters trust, leading to repeat purchases. With increasingly busy lifestyles and urban population growth, rapid delivery has transitioned from a luxury feature to a standard expectation. A focus on efficiency and real-time order tracking is establishing express delivery as a significant competitive advantage in the changing online grocery landscape of Turkey.

Digital Payment Growth

The rise of digital payments is fueling online grocery shopping in Turkey, driven by the consumer desire for secure, swift, and convenient transaction methods. From mobile wallets to contactless cards and app-integrated payment systems, shoppers now have access to a diverse array of reliable options. This trend diminishes reliance on cash-on-delivery, streamlining the purchase process while improving safety and transparency. Retailers are also providing incentives such as cashback and discounts for digital payments, increasing their appeal. The growing trust in fintech solutions and government backing for cashless transactions are supporting this transition. Consequently, seamless digital payments are simplifying checkout experiences and fostering stronger customer loyalty, contributing to sustained growth in the nation's online grocery landscape.

TURKEY ONLINE GROCERY 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 type, business model, platform, and purchase type.

Product Type Insights:

Vegetables and Fruits

Dairy Products

Staples and Cooking Essentials

Snacks

Meat and Seafood

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes vegetables and fruits, dairy products, staples and cooking essentials, snacks, meat and seafood, and others.

Business Model Insights:

Pure Marketplace

Hybrid Marketplace

Others

A detailed breakup and analysis of the market based on the business model have also been provided in the report. This includes pure marketplace, hybrid marketplace, and others.

Platform Insights:

Web-Based

App-Based

The report has provided a detailed breakup and analysis of the market based on the platform. This includes web-based and app-based.

Purchase Type Insights:

One-Time

Subscription

A detailed breakup and analysis of the market based on the purchase type have also been provided in the report. This includes one-time and subscription.

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 online grocery market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey online grocery market on the basis of product type?

What is the breakup of the Turkey online grocery market on the basis of business model?

What is the breakup of the Turkey online grocery market on the basis of platform?

What is the breakup of the Turkey online grocery market on the basis of purchase type?

What is the breakup of the Turkey online grocery market on the basis of region?

What are the various stages in the value chain of the Turkey online grocery market?

What are the key driving factors and challenges in the Turkey online grocery market?

What is the structure of the Turkey online grocery market and who are the key players?

What is the degree of competition in the Turkey online grocery market?

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