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## **Report Name:** Exporter Guide Annual

**Country:** Turkiye

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### **Report Highlights:**

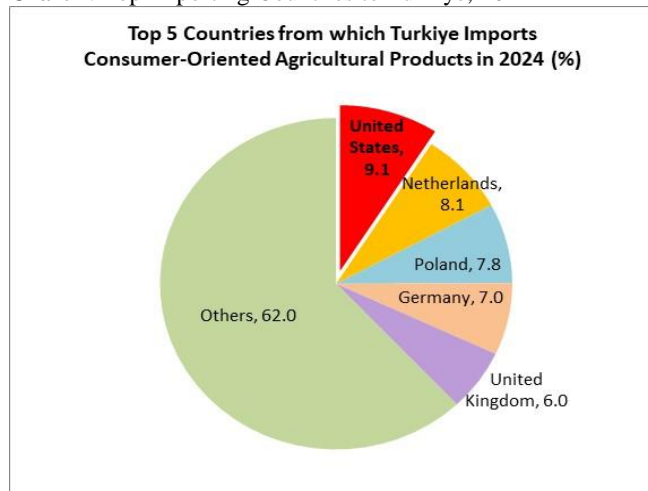
Turkiye is among the world's leading economies and home to a young, mostly urban population of 85.7 million people. This dynamic has fueled the country's rising demand for consumer-oriented agricultural products. In recent years, however, this demand has been tempered somewhat by geopolitical dynamics and persistent economic challenges, most notably record inflation and perception of deteriorating rule of law. 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 85.7 million people. The country is in a Customs Union with the EU and is the 16<sup>th</sup> largest economy in the world. Though the Turkish economy stagnated recently, an annual average GDP growth rate of 3.3 percent is forecasted by the IMF between 2025 and 2027. In most cases, U.S. food exporters should utilize importers in Türkiye to penetrate the market.

## Imports of Consumer-Oriented Agricultural Products

Chart 1: Top Exporting Countries to Türkiye, 2024



## Food Retail Industry

Grocery sales were \$95 billion in 2024 including e-commerce grocery sales. Despite the recent political and economic challenges, the [food retail industry](#) has been growing due to a young, dynamic population, with large 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.

## Food Processing Industry

Türkiye has a large and sophisticated [food and beverage processing industry](#) which relies on domestic and imported ingredients. As of 2024, 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 Processing Industry

In 2024, there were about 113,500 [commercial food service](#) restaurants in Türkiye with sales of more than 19.5 billion USD. Interestingly, sales in terms of TL exceeded pre-pandemic levels because of inflation and exchange rates. However, sales in USD terms and the numbers of restaurants and transactions lagged behind pre-pandemic levels.

## Quick Facts CY 2024

### Imports of Consumer-Oriented Products

\$6.8 billion

### List of Top 10 Growth Products in Türkiye (Consumer-Oriented Ag. Products) 2022-2024

- |  |                                  |
|--|----------------------------------|
| 1. Persimmons                          | 6. Cocoa Paste, defatted         |
| 2. Meat of Bov. Animals, fresh         | 7. Fats derived from milk, nesoi |
| 3. Garlic, fresh or chilled            | 8. Chestnuts                     |
| 4. Meat of Sheep, Nesoi, fresh         | 9. Cocoa Butter, fat and oil     |
| 5. Offal of Bov. Anim., Edible, frozen | 10. Juice of Other Citrus, nesoi |

### Food Industry by Channels (U.S. billion)

Retail Food Industry	\$95 billion
Food Service-HRI	\$18.3 billion
Food Processing	\$102.7 billion
Food and Agriculture Exports	\$35.4 billion

### Top 10 Host Country Retailers (based on sales)

- |                |                 |
|----------------|-----------------|
| 1) Bim         | 6) Sec          |
| 2) A101        | 7) Hakmar       |
| 3) Migros      | 8) Ekomini      |
| 4) Şok         | 9) File         |
| 5) CarrefourSA | 10) Macrocenter |

### GDP/Population

Population: 85.7 million

GDP: \$1.35 trillion

GDP per capita: \$15,463

**Sources:** CIA World Fact Book, Euromonitor International, Trade Data Monitor, Turkish Statistical Institute (TurkStat).

## 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, inflation 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.

## I. MARKET OVERVIEW

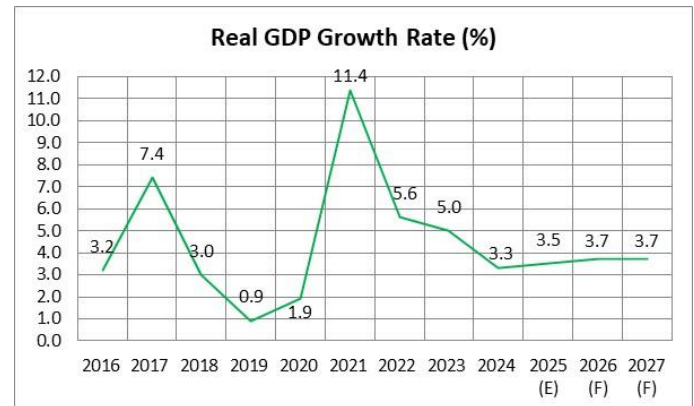
The Republic of Türkiye is located in the southeast of Europe, northwest of the Middle East, bordering the Black Sea to the north and the Mediterranean Sea to the south. The country has a young population of 85.7 million, with a median age of about 34 years.<sup>1</sup> Türkiye has rapidly urbanized 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 16<sup>th</sup> largest economy in the world in 2024. The country's Gross Domestic Product (GDP) growth is estimated at 3.3 percent in 2024, down from the previous year's 5 percent. The 11 percent growth rate of 2021 was caused by excessive government expenditures and expansive monetary policy which many analysts think is one of the main reasons for the high inflation in the following years. Some other reasons for the economy's deterioration are the effects of the Government of Türkiye's (GoT) unorthodox market interventions, geopolitical developments in the region, perception of loss of rule of law, and continued worry of a global economic slowdown. In the coming years, the pace of economic growth is expected to stabilize around 3.5 percent (see Chart 2).

Although the GoT abandoned unorthodox economic policies after 2024 municipal elections in which the ruling AKP party got defeated and started applying an economic program to tighten monetary policy, increase interest rates and decrease inflation, the results have not been satisfactory so far according to many analysts. In March 2025, the GoT arrested Ekrem Imamoglu, the hugely popular Istanbul mayor and key political rival of President Erdogan, just days after stripping him of his university diploma and threatening his ability to enter future presidential elections as a candidate. The arrest led to major demonstrations. Consequently, the Turkish Lira (TL) lost value, disinflationary trends were damaged, and investor confidence took a hit. Perceptions of deteriorating rule of law continue to be a challenge for the economy as a whole.

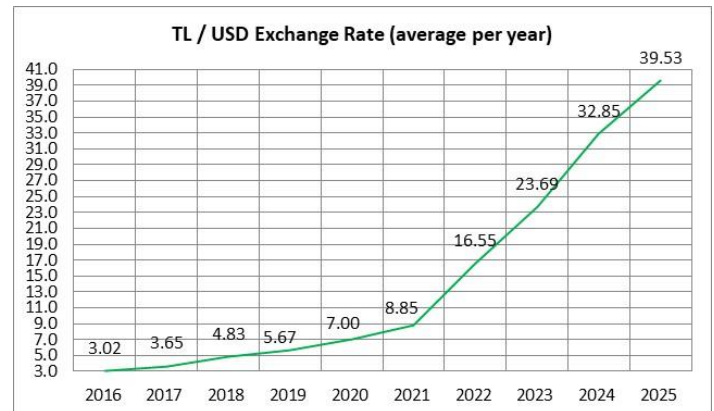
The year-end CPI inflation rate for 2024 was 44.38 percent, which dropped to 30.89 percent by the end of 2025. Although going in the right direction, market sources find the inflation rate rather high despite efforts to

**Chart 2: Real GDP Growth Rate**



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

**Chart 3: TL/USD Exchange Rate**



Source: Central Bank of Türkiye (CBT).

<sup>1</sup> Turkish Statistics Institute (TurkStat), 2024. Many analysts do not agree with TurkStat and say that there are more people residing in Türkiye when illegal immigrants are included. Those analysts claim this is one of the important reasons for the food inflation as these people need to be fed but are not counted.

decrease it almost for two years. Additionally, some commentators reported that the Central Bank of Türkiye's early start of cutting policy interest rates in December 2024 might hinder the fight with inflation.

The TL continued to lose value against major currencies like the USD and Euro, however the rate of the value decrease has been less compared to inflation rates in the last few years. This relative overvaluation of the TL creates major challenges for the economy, leading to bankruptcies in some industries which depend on exports for income, such as but not limited to textile and garment production.

A few other factors which continue to risk the future macroeconomic outlook are geopolitical developments (like the wars in Ukraine and Gaza), over \$100 billion in damage from the February 2023 earthquakes, the perception of continuing nonexistence of rule of law, a sense of increasing existence of corruption in the state, a high current account deficit, and limits on certain domestic freedoms.

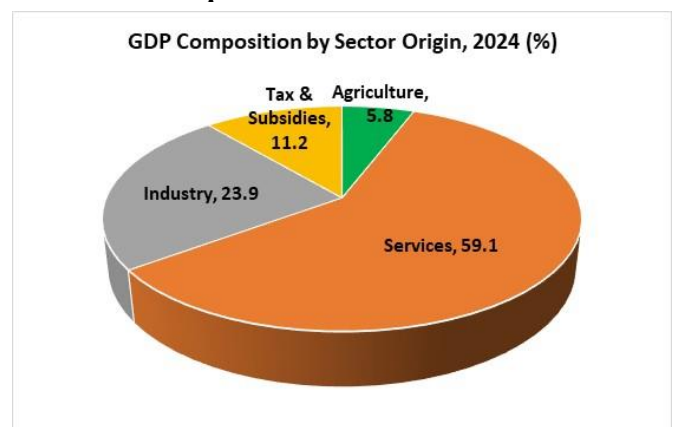
While the GoT declared that they were shifting away from unorthodox economic policies, a factor of uncertainty remains for foreign and domestic investors, and the near-term outlook does not provide much in the way of significantly positive updates to the purchasing power of low- and mid-income Turkish buyers. In the face of high prices caused by high inflation rates<sup>2</sup>, many consumers have scaled back on discretionary purchases and changed their eating patterns to get by. Many market players indicate a sensation of increasing income/wealth inequality in recent years which most negatively affects the purchasing power of middle-class consumers; this negatively affects the sentiment of the public.

The GoT seeks to attract foreign direct investment (FDI) to spur economic growth into different sectors of the economy, including agro-processing. FDI levels have been low because of inconsistent economic policies and concerns about the rule of law. In recent years, there has been an increase in investments from Gulf countries. The [International Investors Association](#) of Türkiye declared in their annual report in December 2024 that FDI inflows increased 5.6 percent in 2024 after a decline of 22 percent in 2023 compared to 2022.<sup>3</sup> This is an indication that going back to orthodox macroeconomic policies in 2024 brought some positive response from foreign investors. See the State Department's [2025 Investment Climate Statement](#) for more information about the overall business and investment climate in Türkiye.

In 2024, the agriculture sector represented about 6 percent, or \$78 billion, of Türkiye'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 Türkiye's largest trading partner.

As an Associate Member of the European Union (EU), Türkiye is aligning some of its regulations with the EU, though not all. Türkiye 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, Türkiye has [Free Trade Agreements](#) (FTA) with the European Free Trade Association ([EFTA](#)) countries as

**Chart 4: Composition of GDP**



Source: Turkish Statistics Institute

<sup>2</sup> Food and non-alcoholic beverage inflation rate was 28.31 percent for 2025 according to TurkStat. Some other independent sources such as ENAG report much higher inflation rates, about double of TurkStat rates .

<sup>3</sup> <https://yased.org.tr/reports>

well as [22 other countries](#). These preferential trade arrangements, makes it difficult for certain U.S. products to compete in the market.

<b>Table 1: Important Socio-economic Parameters for Türkiye</b>	
<b>Parameter</b>	<b>Value</b>
Population	85.7 million (2024)
Median Age	34 (2024)
Labor Force (ages 15-64)	58.6 million (2024)
Unemployment Rate (ages 15-64)	8.7 percent (2024)
Unemployment Among Youth* (ages 15-24)	16.3 percent (2024)
GDP	USD 1.35 trillion (2024)
GDP per Capita	USD 15,463 (2024)
Trade Balance	USD -82.2 billion (2024)
Tourists (# of foreign citizens entering)	62 million (2024)
Inflation – CPI year-end	44.38 percent (2024) [30.89%, year-end 2025]
Exchange Rate (end of period)	35.37 TRY/USD (2024) [42.95 TRY/USD, year-end 2025]
Number of Companies with Foreign Capital	82,715 (Total as end of 2023) [14,862 is Syrian, refugee enterprise]
Major Export Markets (all products)	Germany (7.8%), USA (6.3%), Iraq (5.0%), UK (5.8%), Italy (5.0%), France (3.8%), Spain (3.7%), Russia (3.3%), UAE (3.2%), Netherlands (3.3%) (2024)
Major Import Sources (all products)	China (13.1%), Russia (12.8%), Germany (7.9%), Italy (5.6%), USA (4.7%), France (3.6%), Switzerland (3.3%), Spain (2.7%), South Korea (2.7%), UAE (2.1%) (2024)
Major Cities	Istanbul (15.7 m), Ankara (5.9 m), Izmir (4.5 m), Bursa (3.2 m), Antalya (2.7 m), Konya (2.3 m), Adana (2.3 m), Sanliurfa (2.2 m), Gaziantep (2.2 m), Kocaeli (2.1 m) and 14 other cities over one million population (2024)

<b>ADVANTAGES</b>	<b>CHALLENGES</b>
Long-term growth in GDP and disposable income.	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	Strong traditional food and cuisine affecting



are more open to new tastes from abroad.	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 Türkiye.
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 like those of the EU, so expansion to Türkiye can be easier for companies already exporting to Europe.	Competition from many products imported under FTAs or European countries with lower tariffs.

## **II. EXPORTER BUSINESS TIPS**

### **a. MARKET RESEARCH**

It is important to conduct market research before deciding to launch business relations in Türkiye; either a detailed analysis or a quick market scan, depending on your product and experience level with Türkiye, 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 Türkiye 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 Türkiye 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. Türkiye 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). Türkiye 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 Türkiye; 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 Türkiye 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 Türkiye. Generally, a local business ally eases the process, as they are familiar with the procedures. For details on the requirements, please refer to FAS Türkiye 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 Türkiye.

In most cases, some counseling with a customs broker or consultant in Türkiye 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 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 review 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.<sup>4</sup>

#### **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. As of September 2025, [additional tariffs](#) on several agricultural/food items from the United States that were levied in June 2018 have been removed.

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 [22 other countries](#). Furthermore, FTAs with Ukraine, Lebanon, Sudan, and Qatar have been signed but not ratified yet. Additionally, Türkiye has four Preferential Trade Agreements (PTA) in force with Iran, Azerbaijan, Pakistan and Uzbekistan.

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.

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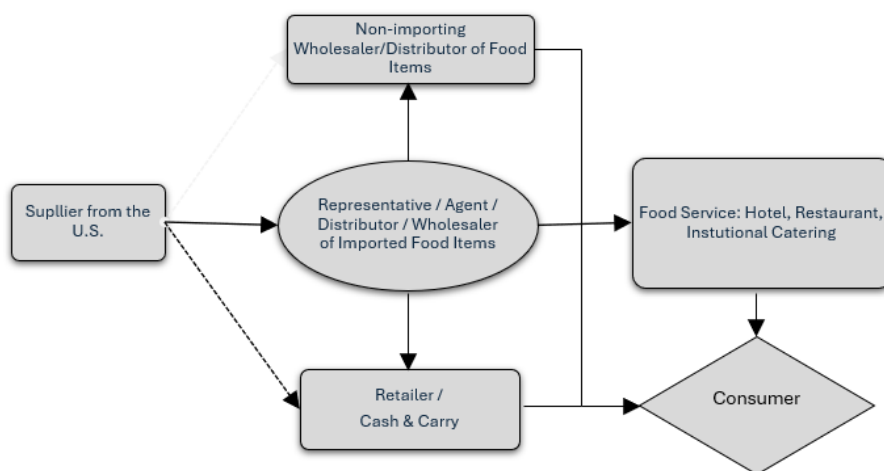
<sup>4</sup> Nevertheless, each product should be examined, and a decision of packaging and labeling should be made separately.



## IV. MARKET SECTOR STRUCTURE and TRENDS

### a. 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 some cases, retailer/cash & carry outlets might import items themselves rather than buying from an importer.

### b. 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 \$95 billion including e-commerce grocery sales (excl. sales taxes) in 2024 which constituted 54 percent of all retail sales through approximately 341,000 organized and unorganized grocery retailers and various e-commerce sites. The number of discount chains has 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 it is 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.<sup>5</sup> Please read [our Retail Foods Report](#) for detailed analysis of the sector.

### c. HOTEL, RESTAURANT, INSTITUTIONAL (HRI) FOOD SERVICE SECTOR

Deteriorating macro-economic conditions following the COVID-19 pandemic adversely affected the HRI industry. The pandemic spurred increased demand for restaurant home delivery services, and this trend continues 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 Türkiye, 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

<sup>5</sup> According to some independent NGOs, real inflation is double TurkStat figures as mentioned in foot note 2.

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 2024 there were about 113,500 commercial food service locations throughout the country, a 0.7 percent decrease from 2023. About 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 FAS Türkiye's [Food Service: HRI Report](#) for detailed analysis of the sector.

#### **d. FOOD PROCESSING SECTOR**

Türkiye has a large and sophisticated food and beverage manufacturing sector, which relies on domestic and imported ingredients. As of 2024, there were nearly 58,000 food and beverage manufacturers in Türkiye. With the declining purchasing power, people have been eating out less and cooking more at home, causing an increase in sales of cooking ingredients and meals. 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 FAS Türkiye's [Food Processing Ingredients Report](#) for more details.

### **V. AGRICULTURAL and FOOD IMPORTS**

#### **a. AGRICULTURAL & FOOD IMPORT STATISTICS**

Examining the two consecutive growth figures of imports of all agriculture and related products from the world to Türkiye compared to two years ago (2024 vs 2022), the top five products that have shown the most growth based on significant imports (\$1 million and more) were persimmons, meat of bovine animals (fresh), garlic (fresh and frozen), meat of sheep (nesoi, fresh), and offal of bovine animals (frozen). For additional information please see the USDA/FAS BICO report in Appendix I of this report.

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

Tree nuts, functional foods, sauces, gourmet/ethnic food ingredients, spices, certain dried fruits, distilled spirits, 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, Turkiye Telephone: +90 312 455 5555 E-mail: <a href="mailto:agankara@usda.gov">agankara@usda.gov</a>	Office of Agricultural Affairs United States Department of Agriculture U.S. Consulate General Istanbul Ucsehitler Sokak No:2, Istinye, 34460 Istanbul, Turkiye Telephone: +90 212 335 9068 E-mail: <a href="mailto:agistanbul@usda.gov">agistanbul@usda.gov</a>
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### Useful Links to Government & Industry Organizations

Republic of Turkiye, [Ministry of Agriculture and Forestry](#) (MinAF)  
[Union of Chambers and Commodity Exchanges of Turkiye](#) (TOBB)  
[Foreign Economic Relations Board of Turkiye](#) (DEIK)  
[Investment Support and Promotion Agency of Turkiye](#) (ISPAT)  
[All Foods Foreign Trade Association](#) (TUGIDER)  
[Federation of All Food and Drink Industry Associations of Turkiye](#) (TGDF)  
[Association of Food Additives and Ingredients Manufacturers](#) (GIDABIL)  
[Federation of All Food and Drink Industry Associations of Turkiye](#) (TGDF)  
[All Foods Foreign Trade Association](#) (TUGIDER)

[Turkish Federation Retailers](#) (TPF)  
[Food Retailers Association](#) (GPD)  
[Istanbul Retailers Association](#)  
[Turkish Tourism, Restaurant Investors and Gastronomic Establishments Association](#) (TURYID)  
[Istanbul Food Industrialists Association](#) (IYSAD)  
[Out of House Consumption Suppliers Association](#) (ETUDER)  
[Turkish Tourism Investors Association](#) (TTYD)  
[Hotel Association of Turkiye](#) (TUROB)  
[Turkish Small Hotels Association](#)  
[All Restaurants and Tourism Establishments Association](#) (TURES)  
[Association of Turkish Travel Agencies](#) (TURSAB)  
[Turkish Statistics Institute](#) (TurkStat)

### Attachments:

[BICOCountry TURKEY 2024.pdf](#)