

Required Report: Required - Public Distribution

Date: March 24, 2022

Report Number: TU2022-0014

Report Name: Food Processing Ingredients

Country: Turkey

Post: Ankara

Report Category: Food Processing Ingredients

Prepared By: Dila Ikiz

Approved By: Michael Francom

Report Highlights:

Turkey's food sector is diverse and growing, despite COVID-19 and recent economic difficulties. COVID-19 prompted a health and wellness trend among many middle-class consumers, who are looking for healthier processed and packaged food products. Turkey's food and beverage sector depends on domestic and imported ingredients, a large portion of which are sourced from Europe. European ingredients enjoy zero or low import duties under preferential trade agreements, as well as lower freight costs.

MARKET FACT SHEET: TURKEY

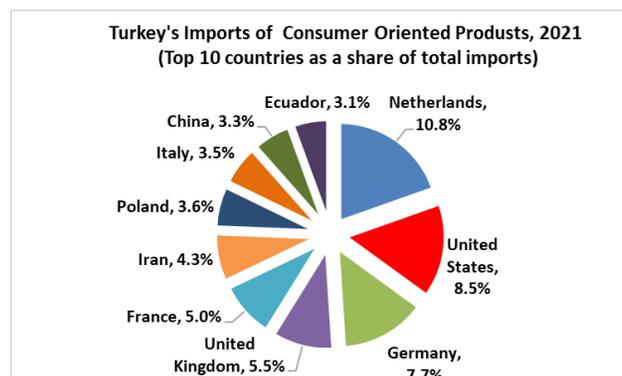
Executive Summary

Turkey is an emerging, largely free economy and a leading producer of agricultural products, textiles, and construction materials. Turkey's economy is ranked 20th in the world, with a GDP of \$717 billion in 2020. About 15 percent of total manufacturing comes from food and beverage production. Turkey has a population of 84 million.

Turkey's economy is expected to grow at a modest 3.4 percent this year after hitting 10 percent the year before as the economy started recovering from COVID-19. The country continues to struggle with rising inflation and a weakened currency, which will continue influencing food consumption patterns. Middle class consumers, many of whom are relatively young, are increasingly interested in convenient, healthy, and affordable food products.

Imports of Consumer-Oriented Agricultural Products

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



Food Processing Industry

Turkey has a large and sophisticated food and beverage manufacturing sector, which relies on domestic and imported ingredients. As of 2020, there were nearly 53,000 food and beverage manufacturers in Turkey. 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 continues to expand as the relatively young, urbanized, middle class continues to

grow. Younger consumers are purchasing more of their food online, a trend that is expected to grow in the future. Retail grocery sales reached \$75 billion at the end of 2020.

Quick Facts on Turkey's Food Sector

Imports of Processed Foods, 2021

USD 5.5 billion*

Top Growth Products in Turkey (Imported Processed Food Ingredients) 2019-2021

- | | |
|-----------------------------|----------------------------|
| 1. Whey and modified whey | 6. Frozen berries |
| 2. Tree nuts | 7. Sauces and preparations |
| 3. Processed egg prods | 8. Chocolate & cocoa prods |
| 4. Coffee extracts, essence | 9. Dates |
| 5. Cranberries, prunes | |

Top 10 Retailers (by Market Share in 2020)

- | | |
|----------------|------------|
| 1. Bim | 6. Ekomini |
| 2. A 101 | 7. Hakmar |
| 3. Migros | 8. Sec |
| 4. Şok | 9. Onur |
| 5. CarrefourSA | 10. File |

GDP/Population

Population: 83.6 million (TurkStat, 2020)

GDP: USD 716.9 billion (TurkStat, 2020)

GDP Per Capita: USD 8,575

*Turkey has changed statistical reporting system for foreign trade date in 2020 therefore numbers are not comparable to previous years.

Sources: CIA World Fact Book; Euromonitor International (EMI); Turkish Statistical Institute (TurkStat); Trade Data Monitor (TDM); Economist Intelligence Unit (EIU)

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
Long term GDP and disposable income growth, despite the recent downturn	Domestic and international political challenges
Large population base: young and growing	Economic instabilities such as exchange rate fluctuations and increasing inflation
Opportunities	Threats
Unsaturated market, open for new items	Complex and time-consuming import procedures
Growing demand for high value packaged food; ready to-eat/cook meals	Resistance to foods made with new technologies

Contact:

USDA, FAS Ankara [Office of Agricultural Affairs](#)

Telephone: +90 312 457 7393

E-mail: agankara@usda.gov

I.MARKET SUMMARY

Turkey has a large and sophisticated food and beverage manufacturing sector. The sector, which boasts nearly 53,000 businesses, continues to grow in response to steady consumer demand for processed food products. With most consumers eating at home during the pandemic, the sector pivoted and launched new product lines of cooking ingredients and ready-to-cook meals. Ready-to-cook meals have been hugely popular and will remain in high demand for years to come. The pandemic prompted a health and wellness trend among consumers. In response, manufacturers are expanding their offerings targeting middle class consumers, focusing on better for you (BFY) packaged food products.

Turkey's food and beverage sector is facing rising input prices, a weakened currency, and supply chain uncertainties. To keep costs down, businesses are looking to diversify ingredient sources or switch to alternatives. Some companies may look at other cost-saving measures, such as making changes to packaging or reducing product sizes. At the same time, the government has cut import tariffs on imported cooking oils, grains, and oilseeds. However, as inflation continues climbing higher, consumers will become increasingly price conscious in making food purchase decisions. About 20 percent of household consumption is spent on food.

Table 1: Advantages & Challenges facing U.S. Food Processing Ingredients in Turkey

<u>ADVANTAGES</u>	<u>CHALLENGES</u>
A large and developed food processing industry requires a wide range of ingredients.	Importing can be complex. Rules and regulations are opaque, import procedures are time consuming, and there is a zero tolerance for genetically engineered products or ingredients in food.
A growing number of dual-income households drives new demand for processed, frozen, prepared food, and ingredients.	Artisanal food products, such as bakery items and cheese, utilize domestic ingredients and have strong existing relationships with ingredient suppliers.
For U.S. companies already exporting to Europe, entering the Turkish market may be less complicated since many Turkish regulations are similar to those in the EU.	The depreciation of the local currency means that imported food ingredients are relatively more expensive than domestic ingredients. Many EU products benefit from preferential duties under the Customs Union and freight advantages due to proximity.
The food processing industry has a positive perception of innovative new food processing ingredients from the United States.	There is misinformation among higher end consumers about processed food ingredients and additives.
Growing demand for high value packaged food, ready to-eat/cook meals.	The Turkish food industry produces many western style products, such as packaged confectionery products and ready-to-eat meals.

Source: FAS-Turkey

II.ROAD MAP FOR MARKET ENTRY

a.ENTRY STRATEGY

After conducting market research determining that there is a potential market in Turkey for the food ingredient that you are dealing with, it is important to develop a good strategy for market entry. Turkey straddles southern European and Middle Eastern cultures, and relationships are very important for business. This makes already existing relations and connections in the country especially important.

Finding a local agent is a safe approach for entry into the market, especially for medium and small enterprises that would like to start exporting to Turkey. Agents in Turkey are 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 food processors that are likely to use your products. 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. Before selecting any local agent, personally visiting them in Turkey is highly recommended. One should do meetings with several of them before selecting one. For larger companies with more resources, it might be an option to establish a company in Turkey and hire some local personnel.

Large food processors in Turkey are often capable of accessing the ingredient suppliers themselves and importing directly. Therefore, one might approach them directly or try and meet them in a trade show in Europe, the Middle East or in Turkey. The large companies typically attend large shows such as [Anuga](#) in Germany, [Sial](#) in France, or [Gulf Food](#) in Dubai. Food trade shows in Turkey can be helpful to visit before deciding to enter the market. [Anfas Food Product](#), [World Food Istanbul](#), [IbaTech](#), [CNR Food Istanbul](#), and Food Ingredients [Fi Istanbul](#) are good shows to visit and meet importers.

Entering the Turkish market often needs a long-term perspective and persistence, as building trust is important. Correct market analysis must be done thoroughly before entry to be able dedicate enough resources. Turkey is a large country compared to almost all other European countries and has a very diverse set of consumers and food processing entities. We recommend reviewing our other [reports](#) and contacting the FAS Turkey office, as needed.

b. IMPORT PROCEDURE

Import procedures are complicated and burdensome in Turkey. This makes a local business ally more essential. For details on the requirements, please refer to our [Exporters Guide](#) to Turkey and FAS Turkey reports on [Food and Agricultural Import Regulations and Standards](#) and [Required Certificates](#). The U.S. Foreign Commercial Service also provides some general information on Turkey's [import procedures](#), and on [doing business in Turkey](#).

Turkey's import processes and regulations can be difficult to navigate; in most cases some counseling with a customs broker/consultant in Turkey is useful as these brokers/consultants often understand the complex import processes better than a new, lesser-experienced company. You might contact [Istanbul](#), [Izmir](#), [Mersin](#), or [Ankara Customs Brokers Association](#) depending on your needs.

Many laws and regulations are harmonized with those in the European Union. Companies that have exported to the EU before are often better prepared for navigating Turkish regulations, though not everything is the same, which does additionally complicate imports. [Labeling requirements](#) should be taken into consideration, and good resources for more information are the FAS Turkey reports on [Food and Agricultural Import Regulations and Standards](#) and [Certificates](#).

Please visit our [country page](#) for other FAS exporter assistance reports.

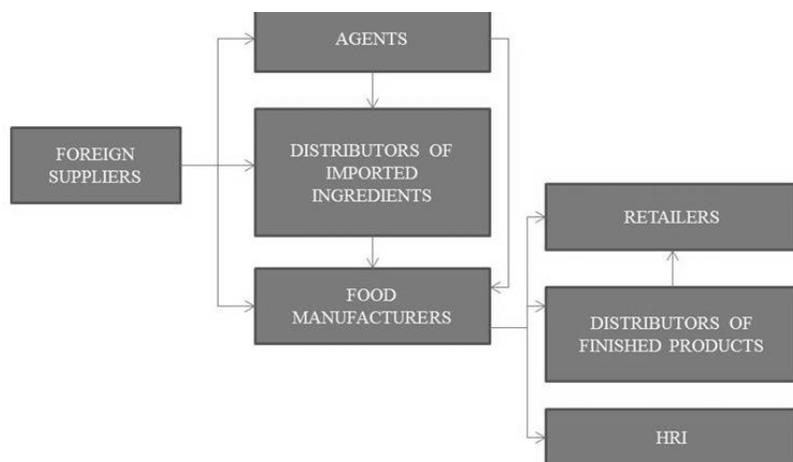
c. DISTRIBUTION CHANNELS

Food processing ingredients reach processors in Turkey either through a local importer, agent, distributor, or broker, or are imported directly by the processor. Large processors prefer to buy directly from the producer in the exporting country, but also do buy from agents as well. Other small

and medium sized processors will buy ingredients from importers/agents/wholesalers/representatives to reduce risk related to financial transactions and import procedures.

Imported processed food is distributed mostly through premium organized retailers in the country. The penetration of organized retailers is approximately 50 percent, with the rest being traditional, small, family-owned corner grocery stores. These smaller stores have little or no imported packaged food, but more domestically produced processed products such as cheese, bakery items, confectionary items, and snacks.

Figure 1. Food and Beverages Distribution Channels of Turkey



Please review our Turkish [Food Retail Sector Report](#) to better understand the retail market structure and distribution channels and opportunities.

Food service is another way of reaching consumers. High end restaurants that are generally in large metropolitan areas or coastal resort towns are potential users of imported processed food and ingredients. Please review our [Food Service - Hotel, Restaurant, Institutional Report](#) for more information.

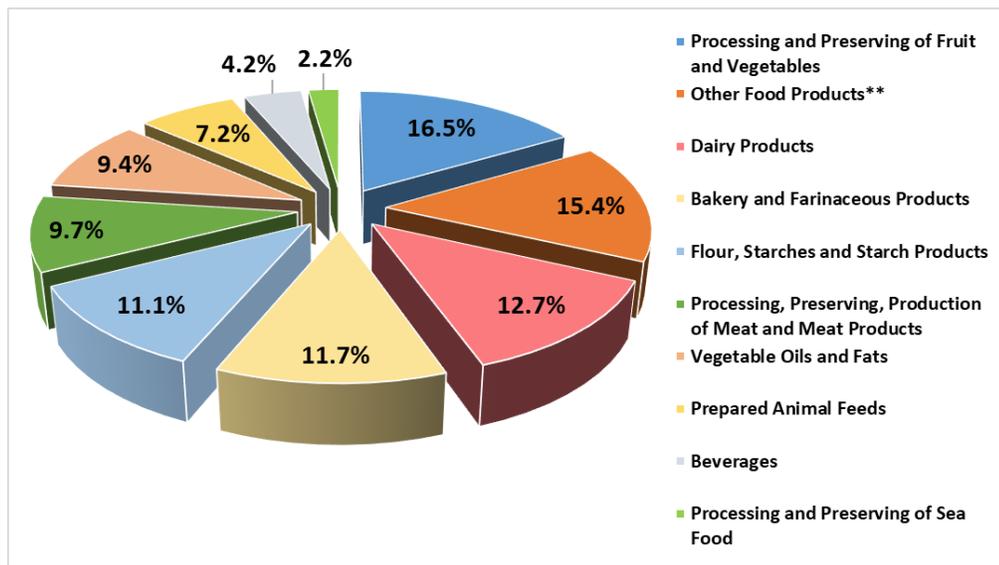
d. MARKET STRUCTURE

There are large, medium, and small size food processors spread throughout the country, with a heavy concentration around major metropolitan areas in western Turkey. Most companies have an office in Istanbul. Some food processors use local ingredients and/or locally produced additives. For many others, though, imported ingredients and/or additives are vital.

Production of bakery ingredients, such as flour (but not additives and yeast), is concentrated around Karaman and Konya, in Central Anatolia where Turkey grows wheat. Dairy processing is concentrated around Izmir and Bursa.

e.SHARE OF MAJOR SEGMENTS in the FOOD PROCESSING INDUSTRY in 2020

Figure 2. Share Of Major Segments in the Food Processing Industry -Turkey (2020)



*The above chart is for year 2020 which is the latest year that TurkStat has reported these data so far.

** Other food products include manufacture of sugar, manufacture of cocoa, chocolate and sugar confectionery, processing of tea and coffee, manufacture of other food products

*** Percentages are calculated on basis of turnovers created by the respective industry. See [actual data](#).

f. COMPANY PROFILES

Turkey is home to more than 53,000 food and beverage manufacturers. The leading companies from each sub-sector are included below with links to their individual websites. There are 35 food and beverage companies listed among [Turkey's Fortune 500 for 2020](#). For the purposes of this report, only the top 10 are included in table 2.

Dairy Companies

1. [SEK Sut Urunleri](#)
2. [Pinar Sut Mamulleri](#)
3. [Sutas Sut Urunleri](#)
4. [Yorsan Sut Urunleri](#)
5. [Danone Turkey](#)
6. [Ak Gida / Ulker Icim Sut](#)
7. [Eker Sut Urunleri](#)
8. [Torku Gida](#)
8. [Coskun Et Mamulleri](#)
9. [Banvit Poultry](#)
10. [Keskinoglu Poultry](#)
11. [Beypilic Poultry](#)
12. [Akpilic Poultry](#)
13. [CP Turkey Poultry](#)
14. [Has Poultry](#)

Meat and Poultry Processing

1. [Pinar Et](#)
2. [Namet Et](#)
3. [Maret Et](#) (Owned by Namet since 2014)
4. [Trakya Et](#)
5. [Polonez Et Urunleri](#)
6. [Sahin Melek Et ve Mamulleri](#)
7. [Besler Et ve Gida Sanayi](#)

Confectionary, Chocolate, Snack

1. [Eti Gida](#)
2. [Ulker Gida](#)
3. [Nestle Turkey](#)
4. [Frito Lay Turkey](#)
5. [Mondolez International Turkey](#)
6. [Torku Gida](#)
7. [Dogus](#)
8. [Ferrero Turkey](#)
9. [Saray Biscuits](#)
10. [Haribo Turkey](#)

11. [Bifa Gida](#)

Processed Sea Food

1. [Dardanel Gida](#)
2. [Kerevitas](#)
3. [Leroy Turkey](#)
4. [Kocaman](#)
5. [Kilic Deniz](#)
6. [Marines Sea Food](#)

Nuts and Dried Fruits

1. [Malatya Pazari](#)
2. [Tadim](#)
3. [Papagan](#)
4. [Peyman](#)
5. [Pinar Kuruyemis](#)
6. [Milhans Kuruyemis](#)
7. [Seyran Gida](#)
1. [Dimes Gida](#) (Fruit Juices)
2. [Aroma](#) (Fruit Juices, Carbonated Drinks, Water)
3. [Tamek](#) (Fruit Juices)

4. [PepsiCo Turkey](#) (Carbonated drinks, chips)
5. [Coca Cola Turkey](#) (Carbonated drinks, fruit juices, water)
6. [Anadolu Efes](#) (Beer)
7. [Turk Tuborg](#) (Beer)
8. [Mey Icki](#) (Hard liquor, wine)
9. [Doluca Wine](#)
10. [Kavaklidere Wine](#)

Canned Food, Ready to Eat Food, Frozen Food, Processed Vegetables & Fruits

1. [Tat](#) (canned, glass bottle conserved)
2. [Tamek](#) (canned, glass bottle conserved)
3. [Yurt Konserve](#) (canned)
4. [Superfresh](#) (frozen)
5. [Pinar](#) (Frozen)
6. [Feast](#) (Frozen)
7. [Tukas Gida](#) (canned, glass bottle conserved)
8. [Penguen Gida](#) (glass bottle conserved)

Table 2: Top 10 food processing companies listed in Turkish Fortune 500 by Fortune Magazine Turkey 2020

2020	Fortune 500	Company	Subject of Business	Net Sales (1,000 USD) *
1	16	Anadolu Efes	Alcoholic beverage (Efes Beer), owner of Migros retail chain, master franchise owner and operator of McDonald's in Turkey, bottler of Coca-Cola in 10 countries including Turkey.	2,995,708.86
2	30	Turkish Grain Board	Grains, milk, meat and aqua products and related products (State owned)	1,399,338.13
3	40	Ülker Bisküvi	Confectionary, snacks, chocolate, butter, flour, vegetable oil	1,053,081.77
4	43	Unilever	Ice cream, ready-to-eat soup, ketchup, mayonnaise, mustard, tea, vegetable based margarine, food ingredients for B2B	942,441.52
5	44	Tiryaki Agro Gida	Grain products including corn, barley, rye, oats, beans, light speckled kidneys, peas, black eye, white beans, lentils, chickpeas, rice, and dried nuts	929,130.54
6	75	Ulusoy Un	Production of flour	486,704.28
7	79	Türkiye Şeker Fabrikaları	Production of refined sugar (State owned)	479,767.91
8	86	Sütaş	Dairy products and processing	460,710.79
9	99	Banvit	Poultry products and processing	411,994.89
10	108	Çaykur Cay İşletmeleri	Tea and tea products processing (State owned)	477,241.47

Source: Fortune Magazine, 2020

* Net sales published by Fortune Magazine Turkey in TRL and converted into USD with rate of 8.927 TRL/USD, average rate for 2020

g.SECTOR TRENDS

Turkey's food manufacturing industry has not only benefitted from sustained economic growth in the country but has also been a major driver of growth for over a decade. Production of food and beverages is one of the major components of Turkey's economy, accounting for nearly 15 percent of total manufacturing production. The food and beverage sector are made up of nearly 53,000 companies, with turnover of \$50 billion in 2020. See table 3. (Turnover has increased in Turkish Lira for the last several years but declined in USD because of the currency's depreciation).

Table 3: Number of Enterprises and Turnover Values of Food Manufacturing Industry Turkey

FOOD MANUFACTURING INDUSTRY in TURKEY	Number of Enterprises					Turnover in Millions of USD*				
	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
Manufacture of food products	45,567	47,617	49,025	51,338	52,869	67,715	66,256	61,273	63,396	50,012
Processing and preserving of meat and production of meat products	1,268	1,259	1,282	1,357	1,422	8,056	8,639	7,483	7,122	5,043
Processing and preserving of fish, crustaceans and molluscs	225	245	254	283	305	1,114	1,060	1,178	1,328	1,151
Processing and preserving of fruit and vegetables	2,456	2,547	2,615	2,791	3,061	11,301	10,865	10,000	10,577	8,618
Manufacture of vegetable oils and fats	1,243	1,305	1,353	1,404	1,451	6,723	6,374	5,497	5,843	4,886
Manufacture of dairy products	2,156	2,248	2,304	2,409	2,542	9,079	8,613	8,243	8,511	6,626
Manufacture of grain mill products, starches and starch products	3,386	3,319	3,141	3,132	3,062	7,958	7,690	6,890	7,484	5,789
Manufacture of bakery and farinaceous products	31,120	32,740	33,897	35,511	36,217	8,529	8,229	7,708	8,243	6,115
Manufacture of other food products	3,149	3,363	3,591	3,832	4,133	10,834	10,424	9,864	9,834	8,032
Manufacture of prepared animal feeds	564	591	588	619	676	4,122	4,362	4,409	4,455	3,753
Manufacture of beverages	560	595	628	649	657	3,293	3,262	3,112	3,205	2,170
TRL/USD*						3.02	3.65	4.83	5.68	8.93

Source: Turkish Statistical Institute, 2020 is latest available year as of March 2022.

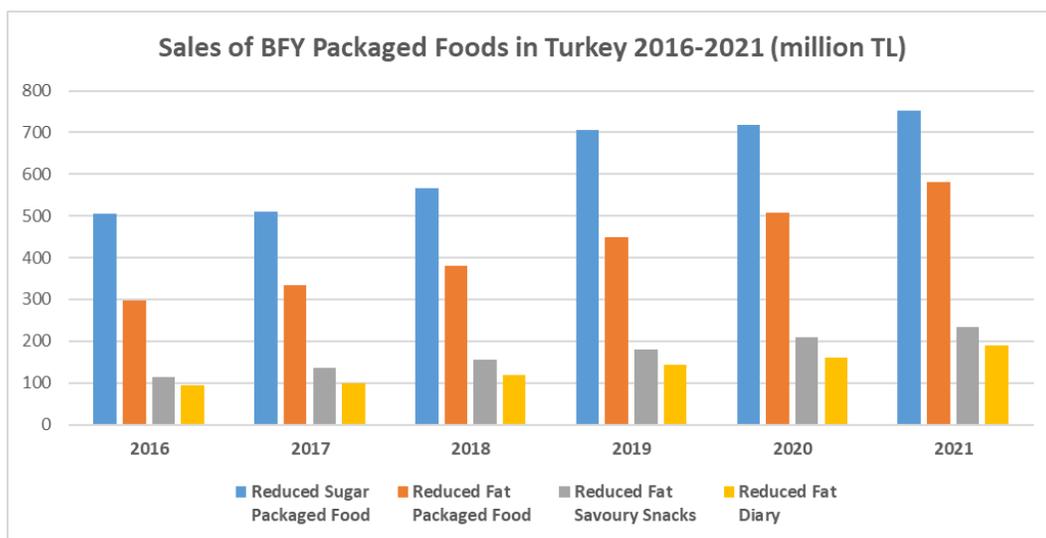
* The values are calculated using the average TL-USD rate for that year.

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, especially in larger cities. Many of these consumers, most of whom are part of a growing middle class, are increasingly interested in the convenience of prepared, ready-to-eat foods.

The COVID-19 pandemic has sparked greater consumer interest and awareness in health and wellness. Part of this interest stems from media stories during the pandemic about weight control by reducing sugar, fat, and salt intake, and increasing consumption of herbs and vegetables. In general, middle-class consumers are now better informed about the harmful effects of eating too much sugar, fat, and salt, and some have responded by changing their eating habits.

With consumers interested in eating healthier, more manufacturers are expected to increase production of better for you (BFY) packaged food products. Big chain grocery stores are expected to increase shelf space for healthier food options with reduced amounts of sugar and fat. Sales of these products continue to grow each year. See figure 3.

Figure 3. Sales of BFY Goods



Source: Euromonitor International, 2022

Alongside a growing interest in healthy eating, demand for organic packaged foods continues to grow. In 2021, sales grew 26 percent, reaching 1.46 billion USD. Demand for more organic food products, such as flour, eggs, dairy products, and meat, is expected to continue grow in the coming years. Parents are especially interested in organic products, such as milk formula, for their babies and younger children because they consider these to be safer than conventional alternatives. Some of the worries parents have with non-organic products are harmful pesticide residues, and additives.

Shelf stable ready meals is showing dynamism, as the category expanded with several launches in 2021. New shelf stable ready meal launches are predicted to use mostly local recipes with healthier ingredients, like wholefoods and high fiber. Traditional food found in foodservice is expected to be launched as ready meals, such as doner, lahmacun, and manti, and kebabs.

Fortified (FF) packaged food recorded higher growth in 2021 compared to previous year. Most of this growth was attributed to the launch of new products, many of which featured extra protein content. Many consumers are becoming aware that increased protein intake from healthy sources can help lead to a healthier and slimmer body. FF milk formula accounts for the biggest share in FF packaged food sales.

Food purchases through e-commerce platforms has taken off in the last couple years because of COVID-19 lockdowns. This trend is expected to continue as consumers have discovered how convenient, safe, and easy it is to order food online and have it delivered to your front door. Even after the pandemic comes to an end, many of these consumers are unlikely to return to brick-and-mortar grocery stores. Consumers can order an increasingly wide array of food products online. Healthier food products, such as reduced-fat cheese and milk, are also available online.

Additives/Flavorings

Despite Turkey's strong agricultural production base, when it comes to food additives, such as coloring additives and artificial sweeteners, [Turkish companies tend to import these products](#). They are then sold as mixes under a Turkish brand or with the original brands. There is one prominent Turkish company that is producing aromas and natural-identical flavors called [Aromsa](#). Most of the aromas/flavorings used in the industry are imported. When it comes to yeasts for the bakery sector, there are three large

producers in Turkey. The one with the largest market-share is Turkish-owned, called [Pakmaya](#), the other two are European-origin foreign direct investments in Turkey. All three are also exporting to other countries. Regarding enzymes as food processing aids, most are imported from various countries with a small amount of local production.

For gelatin, there is demand for non-pork based, Halal gelatin since Turkey is a Muslim country. There are some Halal gelatin producers in Turkey that use only beef products. When it comes to vitamins and minerals as food ingredients, most are imported, though there is some local production, such as calcium carbonate. Food additives are primarily imported from the Netherlands, Germany, and the United States.

III. COMPETITION

While Turkey's food manufacturing and [retail](#) sectors are robust, there is still considerable room for international brands to grab a slice of the market. Major competition for U.S. processed food and food processing ingredients mostly comes from local companies and European suppliers which benefit from preferential duties under trade agreements.

Many processed food products from Europe have zero or low import duties under the Turkey-EU Customs Union. EU-origin processed food ingredients also benefit from lower freight costs, aligned regulatory structures, and familiarity among Turkish consumers. Turkey also has a free trade agreement with European Free Trade Association (EFTA) countries. For example, Norway sells seafood to Turkey, some of which goes into food processing and Switzerland sells additives, processing aids, and cocoa to Turkey. Turkey has [Free Trade Agreements \(FTA\)](#) with 22 other countries, with many including preferential tariff rates on food and agriculture products.

Turkey depends on imported vegetable oil for some of its food processing needs. Malaysia and Indonesia are the leading suppliers of palm oil to Turkey. Russia and Ukraine supply sunflower oil.

The United States is mainly exporting food additives, aids, and ingredients, most of which fall under the "Food Preparations nesoi" category (HTS 2106.90). Imports of U.S. products under this HTS face a 10 percent retaliatory duty, which Turkey imposed in response to U.S. Section 232 tariffs on Turkish steel and aluminum.

Turkey's imports of processed food products/ingredients continue to increase. Imports in 2021 reached \$5.5 billion, an increase of 47 percent year-over-year by value in 2021. U.S. market share fell below 2 percent in 2021 due to the weakening of the TL against the USD. Trying to grow U.S. market share in the future will be a challenge due to local and foreign competition.

Table 4. Processed Products/Ingredients Imports to Turkey

	Thousands of USD	Imports	Imports	Imports	Share (%)	Share (%)	Share (%)	FTA
	Country	2019	2020	2021	2019	2020	2021	Status
1	Malaysia	544,076	583,298	875,016	14.61	13.87	15.96	Yes
2	Russia	399,073	632,033	1,144,893	10.72	15.03	20.88	No
3	Netherlands	277,456	281,896	328,931	7.45	6.70	6.00	EU
4	Germany	257,230	260,783	288,491	6.91	6.20	5.26	EU
5	Indonesia	113,137	208,249	281,126	3.04	4.95	5.13	No
6	United Kingdom	147,232	155,306	168,590	3.95	3.69	3.08	EU
7	France	135,731	142,876	193,283	3.65	3.40	3.53	EU
8	Italy	121,999	126,536	154,130	3.28	3.01	2.81	EU
9	Bulgaria	103,597	108,261	154,480	2.78	2.57	2.82	EU
10	Poland	89,947	92,399	137,388	2.42	2.20	2.51	EU
11	United States	86,521	101,206	96,394	2.32	2.41	1.76	No
12	China	97,569	92,664	107,764	2.62	2.20	1.97	No
13	Ukraine	40,156	96,781	95,119	1.08	2.30	1.73	No
14	Syria	83,059	100,499	92,606	2.23	2.39	1.69	No
15	Belgium	81,107	76,322	88,971	2.18	1.82	1.62	EU
	World Total	3,723,169	4,204,605	5,482,500	100	100	100	

Source: Trade Data Monitor, 2022

IV. BEST PRODUCT CATEGORIES

Turkey is a highly competitive and very price sensitive market for many items. A thorough analysis should be done before prospective exporters consider Turkey as a long-term market.

a. PRODUCTS PRESENT in the MARKET WHICH HAVE GOOD SALES POTENTIAL

1. Food additives, food processing aids, especially innovative new ones
2. All kinds of coffee products, coffee additives, coffee aromas etc., coffee innovations
4. Tree nuts and certain dried fruits (e.g., cranberries, prunes)
5. Vegetable oil
5. Sauces
6. Gourmet and ethnic food ingredients, as well as certain spices

b. PRODUCTS NOT PRESENT in the MARKET BUT WHICH HAVE GOOD SALES POTENTIAL

1. Ingredients for healthy, natural, or functional foods
2. Ingredients for organic processed food

c. PRODUCTS NOT PRESENT in the MARKET BECAUSE THEY FACE SIGNIFICANT BARRIERS

1. Ingredients and additives derived from biotechnology ([Agricultural Biotechnology Report for Turkey](#))
2. Organic sugar
3. Beef and beef products

V.KEY CONTACTS AND FURTHER INFORMATION

Republic of Turkey, [Ministry of Agriculture and Forestry](#) (MinAF)

[Turkish Statistics Institute](#) (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)

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

[Association of Food Additives and Ingredients Manufacturers](#) (GIDABIL)

[All Foods Foreign Trade Association](#) (TUGIDER)

For other agricultural industry reports on Turkey and other countries in the world you may visit Foreign Agricultural Service (FAS) [webpage](#). Contact our office via the information below:

Office of Agricultural Affairs Unites States Department of Agriculture U.S. Embassy Ankara 110 Ataturk Bulvari, Kavaklidere, 06100 Ankara, Turkey Telephone: +90 312 457 7393 E-mail: agankara@usda.gov	Office of Agricultural Affairs Unites States Department of Agriculture U.S. Consulate General Istanbul Ucsehitler Sokak No:2, Istinye, 34460 Istanbul, Turkey Telephone: +90 212 335 9068 E-mail: agistanbul@usda.gov
--	--

Attachments:

No Attachments