

Full-Service Restaurants in Turkey

February 2024

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Full-Service Restaurants in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Players look for solutions amid rising operational costs
- More independents struggle to stay in business in tough economic conditions
- The appeal of Asian full-service restaurants grows among affluent consumers

PROSPECTS AND OPPORTUNITIES

- Middle Eastern concept to remain first choice while players also look to international operations
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