

# Limited-Service Restaurants in Turkey

February 2024

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## Limited-Service Restaurants in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Limited-service restaurants enjoys robust growth across metrics

Chicken and pizza establishments gain popularity

Cig kofte players develop aggressively

#### PROSPECTS AND OPPORTUNITIES

Pizza limited-service restaurants to continue to leverage wider availability and menus to grow consumer foodservice shares

Popularity of borek supports development and growth of bakery products limited-service restaurants

Chains to leverage economies of scale of offset strong financial pressures

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