



TURKEY

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RETAIL TRENDS

Opening new food concept stores: One concept being **Gourmet stores**. The other concept being smaller chain shops for quick and handy purchases. There is also a trend towards smart shopping. There are several internet stores and almost all the chain stores have e-sales from stock to door. Organic shelves have more products and special shelves such as diabetic or celiac are increasing. Products with regional Denomination of Origin are being promoted.

CONSUMER TRENDS

Healthy products: Consumers are more and more concerned about what they eat and how healthy the products are. They are getting more used to reading labels and looking for certificates. Value added products are preferred. As more people are spending their time at home, fun, leisure and gourmet products are increasing sales. Furthermore, products specially produced for diabetics, celiac or high blood pressure consumers are increasing.

TREND 1: INNOVATIVE HEALTHY FOODS

Healthy foods are very important for Turkish consumers. Among the same type of products, consumers prefer what they think is the healthiest and more innovative. Value added products have always been a favorite among consumers but this time a new way is emerging. Consumers prefer naturally added ingredients or added value for certain purposes. The trend is products with fewer ingredients, no chemicals with new and interesting natural ingredients which offer a new taste and health benefits.

GRAPE SEED PASTA/ ARBELLA PLUS GRAPE SEED PASTA

Brand: DURUM Gıda Sanayii Tic. A.S./Arbella Pasta

Launch date: 12/2014

Category: Grocery

Family: Starches, pasta, rice

General description: Arbella plus grape seed pasta is produced from durum wheat semolina and grape seed. Grape Seed is one of the food sources of antioxidants. An antioxidant is a molecule that inhibits the oxidation of other molecules. Oxidation is a chemical reaction that can produce free radicals, leading to chain reactions that may damage cells. Antioxidants terminate these chain reactions. Grape seed also contains vitamin E, potassium, calcium, phosphorus, magnesium and iron minerals. The minerals in our diet are essential for a variety of bodily functions. They are important for building strong bones and teeth, blood, skin, hair, nerve function, muscle and for metabolic processes such as those that turn the food we eat into energy. This means that minerals are needed for





the body to work properly, for growth and development, and overall, for maintaining normal health.

Why is this product a success? Grape seed pasta is a unique offering of its kind. With the grape seed added, which is an antioxidant, the pasta has a unique taste with anti-aging properties. It protects and restores blood vessels, lowers blood pressure, and reduces blood cholesterol.

TODAY CROISSANT SPRING

Brand: ELVAN Gıda Sanayii ve Ticaret A.Ş. / TODAY

Launch date: 10/2015

Category: Grocery

Family: Biscuits



General description: Today Croissant Spring is a salty and spicy croissant which is flavored with olive oil, thyme and basil.

Why is this product a success? There is no other croissant in the world with such salty and spicy flavor. Olive oil, thyme and basil ingredients in a croissant is new. This unique product will create a new trend in the market. Able to keep freshness for 6 months.

TREND 2: GOURMET FOODS

Due to the burden of working, traffic or finance problems, consumers are keener for spending time and eating at home. They like to spend time alone or with friends or family. Gourmet foods are just what they want to make the best of their leisure time and for enjoyable meals.

ALFARM STUFFED MUSSEL IN MODIFIED ATMOSPHERE PACKING (MAP)

Brand: Leroy Turkey – Seafood Group/Alfarm

Launch date: 12/2015

Category: Frozen Products

Family: Savory frozen products

General description: Mussels are stuffed with a heat treated mixture of rice, onion, garlic, cumin, allspice, black pepper and salt. This is Mussel Dolma which is very popular in Turkey. Mussels come in two groups as fresh and frozen. Fresh mussels are packed in sealed styrofoam or carton boxes. Internal temperature of the products should be between 0, +4 °C. Frozen mussels come clean and packed in sealed carton boxes.



Why is this product a success? “Stuffed mussels” and “fried mussels” are very popular, traditional snacks of Turkey. Mussels collected from polluted water and prepared at unhygienic places may pose a threat to human health. To avoid health risks Leroy uses mussels from clean water farms.



TREND 3: FUN PRODUCTS

We need some fun in life. Fun products are made just for this purpose. They are interactive and give you possibilities to enjoy life with friends or alone, to experience different feelings with your 5 senses and after all we all need to pamper ourselves sometimes with foods that give us energy and enjoyment.

SOUNDY CANDY

Brand: Toller Gıda San. ve Dis Tic. A.S. (Toller Food INC)

Launch date: 02/2015

Category: Grocery

Family: Sweets

General description: A unique confectionary product which fuses the conventional form of a hard boiled candy with the acoustic effects of the popping candy which activates all of your five senses...



Why is this product a success? The transformation of the granular popping candy into the conventional hard boiled candy form has been considered "technologically impossible" in literature. SoundyCandy® is the first patented product of its kind.

NEW RETAIL CONCEPT

New chains or stores are being opened as part of large chains. These sell high quality gourmet products with relatively high prices. The products are imported from all over the world or are produced domestically. Special health products, delicatessen and certified products are also sold. They are innovative in a sense that these chains sell products at a high price whereas the trend is towards discount markets.

OTHER MAJOR RETAILERS

Contrary to gourmet product chains large chains like **Migros** or **Carrefoursa** have started a new concept of smaller shops at several corners. They only sell to meet the quick requirements of consumers. Products are for everyday use, not wide in range but enough to satisfy the consumer in a hurry. They are not very original but they are certainly taking the place of the traditional "Turkish Bakkal" concept which used to be at every corner and reachable distance selling for immediate requirements.

DO NOT MISS

Migros: A relatively high priced chain market with a high–end range of products. GMP, traceability, and organic certificates are available. **Carrefoursa:** Has a new chain **Carrefoursa Gurme**. Gourmet chains have a wide range of imported products. Consumers can find products from all over the world and special products from domestic producers. Also special products such as organic, diabetic or products for celiac, etc. are sold. **Bim:** A quality discount market. Has quality private label products at a cheap price.