



By Fred
Searle

Tuesday 23rd November 2021, 12:23 GMT

Getir acquires Weezy in rapid UK expansion

Market-leading Turkish company acquires British competitor as it continues to widen product offer and geographical reach



Turancan Salur, Getir's UK general manager

Ten-minute grocery delivery service Getir has reached an agreement to buy UK competitor Weezy as part of its rapid expansion in the British market.

The Turkish company, which delivers fresh fruit and veg among a range of around 2,000 everyday items, launched in London in January 2021. It now operates in 15 UK cities and towns including Manchester, Birmingham and Liverpool.

Weezy, the first ultra-fast grocery delivery firm to launch in the UK in late 2019, operates in London, Manchester, Brighton and Bristol. The business is headquartered in London and its products are delivered through its vertically integrated distribution network and eye-catching pink couriers.

Rapid grocery delivery is still a burgeoning industry and overall penetration remains low, but its operators say there is huge potential for growth. A director at Weezy is reported

to have told investment insights site Third Bridge Forum that the sector has a total available market (TAM) of approximately £80 billion.

Competition is already fierce in London, with the likes of Getir, Weezy, Gorillas, Gopuff, Zapp and Jiffy aggressively marketing their services. Some have also launched in other cities and towns, including Manchester, Bristol and Brighton.

The buy-out will expand Getir's product offer, seeing the Turkish business join forces with Weezy founders Kristof Van Beveren and Alec Dent and their team of 700 employees.

Based in Istanbul and operating across the world, Getir delivers groceries in as little as 10 minutes with its fleet of purple and yellow e-mopeds and e-bikes. The company now operates in more than 50 cities in Turkey, and this year launched operations in the UK, the Netherlands, Germany, France, Spain, Italy, Portugal, and most recently the US.

Turancan Salur, Getir's UK general manager, said: "Teaming up with Weezy, which has quickly established itself across the UK, is an exciting opportunity and one that complements our people-first belief and business approach. We look forward to welcoming Weezy's customers, employees and partners to the enlarged group."

Weezy's Van Beveren added: "Getir has an unparalleled track-record of achievements and experience with an equally ambitious team. Our alignment in purpose and culture is a winning formula for expansion globally and we will continue to deliver an exceptional offering to consumers in minutes."

The acquisition follows Getir's expansion into the US this month (November), with Chicago becoming the first American city to have access to the service. New York and Boston are set to follow, Getir said.

The Turkish company was founded in 2015 and claims to have pioneered the

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

ultra-fast grocery delivery sector with its 10-minute delivery model. Getir is now valued at \$7.7 billion and spans three continents, delivering in nine countries.

The business was founded in 2015 by Nazim Salur (founder of Turkish taxi

app BiTaksi), Serkan Borancili (founder of GittiGidiyor, which was acquired by eBay in 2011), and Tuncay Tutek (ex-PepsiCo and Proctor & Gamble executive in Europe and the Middle East).

Enjoyed this free article

from Eurofruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business.

Subscribe now to [Eurofruit Magazine](#).