



Euromonitor
International

Health and Wellness in Turkey

August 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Turkey

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Local tea remains hugely popular with consumers increasingly looking for healthier options
- Natural claims prove popular
- No added sugar claims prove popular as consumers aim to improve their health and control their weight

PROSPECTS AND OPPORTUNITIES

- Earthquake likely to continue impacting sales of health and wellness hot drinks
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HW Soft Drinks in Turkey

KEY DATA FINDINGS

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- Turkey provides fertile ground for the growth and development of health and wellness soft drinks
- Natural claims thriving as consumers look to make healthier choices
- Good source of vitamins and energy boosting claims benefit from consumers pursuing healthier and more active lives

PROSPECTS AND OPPORTUNITIES

- Consumers expected to remain focused on making healthier choices when it comes to soft drinks
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Natural snacks benefit from concerns about overprocessed foods

Vegan snacks on the rise as players launch a wide range of new products

PROSPECTS AND OPPORTUNITIES

New private label lines could be key to the growth and development of health and wellness snacks

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Good source of minerals remains the largest health and wellness claim with dairy seen as an important part of a healthy diet

Low salt benefits from more consumers becoming aware of the dangers of high salt consumption

PROSPECTS AND OPPORTUNITIES

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Increasing numbers of consumers looking to follow meat free diets as health and environmental concerns grow

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2023 DEVELOPMENTS

High fibre bread and breakfast cereals appeal to an increasingly health conscious consumer base
Gluten free staple foods finding a growing audience
Natural staple foods attract more consumers

PROSPECTS AND OPPORTUNITIES

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