



Euromonitor
International

HW Soft Drinks in Turkey

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Natural will remain a key claim but energy boosting claims set to rise to the top as consumers lead increasingly busy lives

Food intolerances and ethical concerns expected to influence demand in soft drinks

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Turkey - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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