



# HW Soft Drinks in Turkey

August 2024

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### 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

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### 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

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