



Euromonitor
International

HW Snacks in Turkey

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness claims attract consumers despite soaring inflation
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
Natural set to be one of the most dynamic claims in snacks over the forecast period as consumers ditch overly processed foods
Increasing focus on health, animal welfare, and the environment set to influence purchasing decisions in snacks

CATEGORY DATA

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

DISCLAIMER

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