



HW Dairy Products and Alternatives in Turkey

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite mounting financial pressures consumers remain keen to purchase fortified/functional dairy products and alternatives in 2023

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

Fortified/functional and dietary and free from products set to grow in dairy products and alternatives

Good source of vitamins claims likely to be highly appealing to consumers

Rising concerns over Turkey's obesity epidemic set to fuel demand for weight management products

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

DISCLAIMER

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