



Euromonitor
International

Health and Wellness in Turkey

August 2024

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Health and Wellness in Turkey

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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Free from claims could be an important source of growth for hot drinks over the forecast period

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

Natural set to be one of the most dynamic claims in snacks over the forecast period as consumers ditch overly processed foods

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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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Natural remains the leading health and wellness claim in cooking ingredients and meals, with consumers looking to avoid overprocessed foods
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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