



Health and Wellness in Turkey

January 2026

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Health and Wellness in Turkey

EXECUTIVE SUMMARY

Healthier indulgence and clean labels underpin health and wellness expansion

INDUSTRY PERFORMANCE

Sugar reduction becomes mainstream as health concerns intensify

Natural and functional positioning gains credibility through clean label and fortified benefits

WHAT'S NEXT

Value-led wellness, specialised nutrition and plant-based diversification to shape future growth

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HW Hot Drinks in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar hot drinks surge as consumers rethink indulgence through healthier routines

INDUSTRY PERFORMANCE

Premiumisation meets wellness as Turkish consumers upgrade hot drink routines without excess

Traditional tea culture supports natural positioning, while herbal blends add modern wellness appeal

Cutting sugar becomes a mainstream expectation, reshaping the role of powder drinks and instant mixes

WHAT'S NEXT

Functional wellness and café-inspired premiumisation will shape the next phase of hot drinks growth

Natural tea will remain resilient, strengthened by cleaner labels and broader herbal innovation

No sugar will keep expanding, supported by sugar avoidance but challenged by premium fresh coffee migration

CATEGORY DATA

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HW Soft Drinks in Turkey

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2024 DEVELOPMENTS

Natural hydration and functional refreshment accelerate as consumers trade away from "traditional" carbonates

INDUSTRY PERFORMANCE

Functional bottled water moves mainstream, reshaping refreshment choices in a high-inflation environment

Natural positioning becomes the default "health cue", led by bottled water and cleaner-label reformulation

Mineral content acts as a tangible proof-point, reinforcing bottled water's premiumisation and domestic trust

WHAT'S NEXT

Energy, hydration and cleaner sweetness will define the next phase of soft drinks growth
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[HW Snacks in Turkey](#)

KEY DATA FINDINGS

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Health and wellness innovation accelerates after the pandemic

INDUSTRY PERFORMANCE

Free from and plant-based launches reflect shifting consumer expectations
Natural maintains its lead as clean-label preferences strengthen
Regulatory support expands access to free from gluten snacks

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Traditional and emerging health cues shape category direction
Good source of minerals supports credibility in core dairy categories
Low fat and free from lactose gain relevance as consumers refine dietary choices

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[HW Cooking Ingredients and Meals in Turkey](#)

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Vegetarian expands in sauces and condiments as flexitarian habits spread

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[HW Staple Foods in Turkey](#)

KEY DATA FINDINGS

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Health-focused staple foods remain resilient despite cost pressures

INDUSTRY PERFORMANCE

Granola and fibre-rich cereals benefit from evolving breakfast habits

Gluten free gains visibility through regulation and expanded local production

Natural supports demand for artisanal and traditional bread formats

WHAT'S NEXT

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