



**Euromonitor
International**

Weight Management and Wellbeing in Turkey

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wellness trend and innovation drive growth in weight management and wellbeing in 2025

Herbalife Nutrition maintains its solid category lead

Direct selling remains the leading distribution channel, while e-commerce continues to gain traction

PROSPECTS AND OPPORTUNITIES

Body and health awareness will shape weight management and wellbeing landscape in the years ahead

Technology, e-commerce and mobile apps will boost consumer interest over the forecast period

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