



HW Hot Drinks in Turkey

January 2026

Table of Contents

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

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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[Health and Wellness in Turkey - Industry Overview](#)

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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