



HW Soft Drinks in Turkey

January 2026

Table of Contents

KEY DATA FINDINGS

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

Natural should keep rising, anchored in bottled water, but will increasingly overlap with functional and low-sugar positioning

Good source of minerals is likely to strengthen further as consumers prioritise credible, everyday functional benefits

CATEGORY DATA

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

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

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

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

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

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

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

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

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

COUNTRY REPORTS DISCLAIMER

[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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-turkey/report.