



HW Snacks in Turkey

January 2026

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HW Snacks in Turkey - Category analysis

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2024 DEVELOPMENTS

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

WHAT'S NEXT

Healthier savoury options gain relevance as consumers reduce fat intake

Natural growth accelerates as guilt-free snacking becomes mainstream

Free from gluten benefits from availability gains and rising consumer awareness

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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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