



Euromonitor
International

HW Snacks in Turkey

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KEY DATA FINDINGS

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

CATEGORY DATA

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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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