



HW Dairy Products and Alternatives in Turkey

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led innovation continues, but affordability shapes purchasing decisions

INDUSTRY PERFORMANCE

Traditional and emerging health cues shape category direction

Good source of minerals supports credibility in core dairy categories

Low fat and free from lactose gain relevance as consumers refine dietary choices

WHAT'S NEXT

Value for money will remain central as health-led diversification continues

Good source of minerals expected to benefit from stronger demand for fortified dairy

Low fat expected to remain stable as lactose-free expands further

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives 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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