



# HW Cooking Ingredients and Meals in Turkey

January 2026

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## HW Cooking Ingredients and Meals in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Clean label positioning strengthens across cooking ingredients and meals

#### INDUSTRY PERFORMANCE

Functional benefits and traditional ingredients shape innovation

Natural drives value growth as olive oil and spreads gain visibility

Vegetarian expands in sauces and condiments as flexitarian habits spread

#### WHAT'S NEXT

Clean label, functionality and sustainability influence future product direction

Natural is set to dominate as trust and transparency become non-negotiable

Vegetarian growth to accelerate as plant-based options become mainstream

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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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