



# HW Staple Foods in Turkey

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## HW Staple Foods in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health-focused staple foods remain resilient despite cost pressures

#### INDUSTRY PERFORMANCE

Granola and fibre-rich cereals benefit from evolving breakfast habits

Gluten free gains visibility through regulation and expanded local production

Natural supports demand for artisanal and traditional bread formats

#### WHAT'S NEXT

Value for money and healthier positioning will shape innovation

Gluten free staple foods set to expand as awareness and access improve

Natural staple foods supported by reformulation and parental concerns

#### 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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