

Consumer Health in Turkey

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Report description:

Consumer health in Turkey is seeing robust growth in 2022, with the strongest performance seen in sports nutrition following the reopening of gymnasiums and a more widespread trend of people consuming sports nutrition products as snacks, followed by cough, cold and allergy (hay fever) remedies due to a return to more sociable, out-of-home activities. The main drivers across categories follow health and wellness trends, which have been enhanced by the event of COVID-19. This is particularly notab...

Euromonitor International's Consumer Health in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Health market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2022 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES

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