

## Health and Wellness in Turkey

Market Direction | 2023-11-07 | 61 pages | Euromonitor

### AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### Report description:

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

### Why buy this report?

- \* Get a detailed picture of the Health and Wellness 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

## **Table of Contents:**

Health and Wellness in Turkey  
Euromonitor International  
January 2024

### List Of Contents And Tables

#### HEALTH AND WELLNESS IN TURKEY

##### EXECUTIVE SUMMARY

Overview

##### DISCLAIMER

#### HW HOT DRINKS IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Local tea with rich heritage is increasingly being labelled as natural and organic

2022 sees natural in the lead in health and wellness hot drinks, as consumers' concern about their health is boosted by the pandemic

No added sugar rises within hot drinks in 2022, as consumers aim to improve their health and control weight

##### PROSPECTS AND OPPORTUNITIES

The earthquake in 2023 is likely to have various impacts on health and wellness hot drinks

Natural is also the most promising claim in health and wellness hot drinks to 2027, as consumers looked for less processed products

Lactose free expected to see widened consumer base over the forecast period

##### CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

#### HW SOFT DRINKS IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Focus on nutrition for immunity continues even after the pandemic eases

Natural holds first place within health and wellness soft drinks in 2022, due to concerns about consuming too many overprocessed drinks

Good source of vitamins is a rising claim in health and wellness soft drinks

##### PROSPECTS AND OPPORTUNITIES

Functional and low sugar products expected to continue enjoying strong demand

Natural also likely to show the most promise during the forecast period, driven by rising consumer demand and more offers from players

Lactose free expected to benefit from consumer base rise

## CATEGORY DATA

Table 9 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 10 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 11 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 12 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 15 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 16 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

## HW SNACKS IN TURKEY

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Health and wellness claims attract consumers despite inflation

2022 sees natural in the lead in health and wellness snacks due to concerns about overprocessed foods

Vegan rises as more consumers look to avoid animal-based products

#### PROSPECTS AND OPPORTUNITIES

Discounters expected to offer health and wellness private label lines

Natural also set to see strongest performance in health and wellness snacks over the forecast period as players see growth opportunities

Plant-based set to increase in importance as health, animal welfare, and environmental concerns are on the rise

## CATEGORY DATA

Table 17 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 18 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 19 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 20 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 21 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 22 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 23 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 24 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

## HW DAIRY PRODUCTS AND ALTERNATIVES IN TURKEY

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Despite rising inflation and the demand for private label, consumers still demand fortified/functional benefits

Good source of minerals leads health and wellness dairy products and alternatives in 2022, with parents convinced by claims on milk formula

Low salt benefits from more consumers becoming aware of the dangers of high salt consumption

#### PROSPECTS AND OPPORTUNITIES

Fortified/functional and dietary and free from products set to grow in dairy products and alternatives

Good source of vitamins most promising in health and wellness dairy products and alternatives to 2027 as consumers look to boost their metabolism

Weight management expected to see rising consumer interest as they aim to control their weight through diet

## CATEGORY DATA

Table 25 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 26 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 27 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 28 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 29 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 30 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 31 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 32 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 33 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

## HW COOKING INGREDIENTS AND MEALS IN TURKEY

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growing preference for natural and organic formulations in sauces dips and condiments and sweet spreads, while low/no fat also continues to grow

In 2022, natural maintains the lead in health and wellness cooking ingredients and meals, with consumers looking to avoid overprocessed foods

Interest in meat free products increasing

#### PROSPECTS AND OPPORTUNITIES

Established players face competition from local players in sauces dips and condiments and sweet spreads

Natural also set to see the most promising absolute growth to 2027, with advice to use natural olive oil rather than other less healthy fats

Skin health could be one to watch during the forecast period

### CATEGORY DATA

Table 34 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 35 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 36 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 37 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 38 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 42 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

## HW STAPLE FOODS IN TURKEY

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Health and fitness trends drive growth in sales of high fibre breakfast cereals and bread

Gluten free leads health and wellness staple foods in 2022, due to the increasing consumer base

Natural staple foods attract more consumers

#### PROSPECTS AND OPPORTUNITIES

Health-conscious consumers will drive new launches in high fibre bread and high protein breakfast cereals

Impact of recent regulation set to continue, driving low fat to show the most promise in health and wellness staple foods during

the forecast period

No salt expected to rise in importance as consumers look to address cardiovascular issues

#### CATEGORY DATA

Table 43 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 44 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 45 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 46 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 47 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 50 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 51 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Turkey

Market Direction | 2023-11-07 | 61 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-17
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)