

## **Health and Wellness in Turkey**

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

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### **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.

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reliable information resources to help drive informed strategic planning.

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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

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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

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### PROSPECTS AND OPPORTUNITIES

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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

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Interest in meat free products increasing

##### PROSPECTS AND OPPORTUNITIES

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##### 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

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