

## **HW Dairy Products and Alternatives in Turkey**

Market Direction | 2023-11-07 | 14 pages | Euromonitor

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### **Report description:**

The health and wellness trend is shaping product developments in dairy products and alternatives in Turkey, with a noticeable rise in fortified/functional products, especially in drinking milk products, and cheese, as well as baby food. For instance, in baby food, milk formula fortified with prebiotics to help babies' digestion, fortified with enzymes and folic acid to help brain development, and vitamins and minerals to help with immune support, is favoured by parents. Meanwhile, fortified/func...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

### **Why buy this report?**

- \* Get a detailed picture of the HW Dairy Products and Alternatives 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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#### **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

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