

## HW Snacks in Turkey

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

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### Report description:

Consumers in Turkey have become highly price-sensitive, given the steep inflation rate and the decrease in tourism, as the country traditionally benefited from tourist arrivals from both Ukraine and Russia, with this disrupted by the war in Ukraine. Companies therefore have to work hard to attract and retain consumers' attention, and many have been doing so through differentiation, leading to regular new launches. While brands that offer discounts boost their image as customer-friendly, brands t...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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##### 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

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#### HEALTH AND WELLNESS IN TURKEY

##### EXECUTIVE SUMMARY

Overview

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