

## **HW Staple Foods in Turkey**

Market Direction | 2023-11-07 | 12 pages | Euromonitor

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### **Report description:**

One of the major issues of the pandemic was that people had fewer opportunities to do physical activities, as they stayed at home most of the time. Accordingly, many people gained weight, with the number of people diagnosed with overweight and obesity rising. However, during 2022, consumers were encouraged to return to their pre-pandemic levels of fitness, so they worked out in the gym and also paid more attention to their diet. Health and fitness groups on social media platforms are followed by...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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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HW Staple Foods in Turkey  
Euromonitor International  
January 2024

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#### **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

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Overview

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