

Health and Wellness in Turkey

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Report description:

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

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 2019-2023, 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 2028 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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Table of Contents:

Health and Wellness in Turkey
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List Of Contents And Tables

HEALTH AND WELLNESS IN TURKEY

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

HW HOT DRINKS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local tea remains hugely popular with consumers increasingly looking for healthier options

Natural claims prove popular

No added sugar claims prove popular as consumers aim to improve their health and control their weight

PROSPECTS AND OPPORTUNITIES

Earthquake likely to continue impacting sales of health and wellness hot drinks

Natural and organic claims set for strong growth in fresh coffee

Free from claims could be an important source of growth for hot drinks over the forecast period

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 mpany Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 mpany Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 mpany Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 mpany Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 mpany Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 recast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 recast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SOFT DRINKS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Turkey provides fertile ground for the growth and development of health and wellness soft drinks

Natural claims thriving as consumers look to make healthier choices

Good source of vitamins and energy boosting claims benefit from consumers pursuing healthier and more active lives

PROSPECTS AND OPPORTUNITIES

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Consumers expected to remain focused on making healthier choices when it comes to soft drinks
Natural will remain a key claim but energy boosting claims set to rise to the top as consumers lead increasingly busy lives
Food intolerances and ethical concerns expected to influence demand in soft drinks

CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SNACKS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness claims attract consumers despite soaring inflation

Natural snacks benefit from concerns about overprocessed foods

Vegan snacks on the rise as players launch a wide range of new products

PROSPECTS AND OPPORTUNITIES

New private label lines could be key to the growth and development of health and wellness snacks

Natural set to be one of the most dynamic claims in snacks over the forecast period as consumers ditch overly processed foods

Increasing focus on health, animal welfare, and the environment set to influence purchasing decisions in snacks

CATEGORY DATA

Table 19 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW DAIRY PRODUCTS AND ALTERNATIVES IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite mounting financial pressures consumers remain keen to purchase fortified/functional dairy products and alternatives in 2023

Good source of minerals remains the largest health and wellness claim with dairy seen as an important part of a healthy diet

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 claims likely to be highly appealing to consumers

Rising concerns over Turkey's obesity epidemic set to fuel demand for weight management products

CATEGORY DATA

Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

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Table 29 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 33 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW COOKING INGREDIENTS AND MEALS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Natural remains the leading health and wellness claim in cooking ingredients and meals, with consumers looking to avoid overprocessed foods

Increasing numbers of consumers looking to follow meat free diets as health and environmental concerns grow

PROSPECTS AND OPPORTUNITIES

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

Natural olive oil likely to remain a key source of sales

Healthy honey creating a buzz, while obesity rates remain a cause for concern

CATEGORY DATA

Table 37 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW STAPLE FOODS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

High fibre bread and breakfast cereals appeal to an increasingly health conscious consumer base

Gluten free staple foods finding a growing audience

Natural staple foods attract more consumers

PROSPECTS AND OPPORTUNITIES

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

New regulation on trans fats set to have lasting impact on staple foods

Better for you claims expected to gain market share as health concerns rise

CATEGORY DATA

Table 46 Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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