

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

Market Direction | 2024-08-06 | 19 pages | Euromonitor

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### **Report description:**

The health and wellness trend is shaping new 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 support 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/functi...

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 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 Baby Food, HW 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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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

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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

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