



# Health and Wellness in Turkey

November 2023

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## DISCLAIMER

## HW Hot Drinks in Turkey

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Local tea with rich heritage is increasingly being labelled as natural and organic

2022 sees natural in the lead in health and wellness hot drinks, as consumers' concern about their health is boosted by the pandemic

No added sugar rises within hot drinks in 2022, as consumers aim to improve their health and control weight

#### PROSPECTS AND OPPORTUNITIES

The earthquake in 2023 is likely to have various impacts on health and wellness hot drinks

Natural is also the most promising claim in health and wellness hot drinks to 2027, as consumers looked for less processed products

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Good source of vitamins is a rising claim in health and wellness soft drinks

#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

Discounters expected to offer health and wellness private label lines

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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

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Interest in meat free products increasing

#### PROSPECTS AND OPPORTUNITIES

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