

HW Snacks in Turkey

November 2023

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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

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

[Health and Wellness in Turkey - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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