



# HW Dairy Products and Alternatives in Turkey

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Despite rising inflation and the demand for private label, consumers still demand fortified/functional benefits

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

Good source of vitamins most promising in health and wellness dairy products and alternatives to 2027 as consumers look to boost their metabolism

Weight management expected to see rising consumer interest as they aim to control their weight through diet

### CATEGORY DATA

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## Health and Wellness in Turkey - Industry Overview

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Overview

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