

HW Staple Foods in Turkey

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and fitness trends drive growth in sales of high fibre breakfast cereals and bread
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
Impact of recent regulation set to continue, driving low fat to show the most promise in health and wellness staple foods during the forecast period
No salt expected to rise in importance as consumers look to address cardiovascular issues

CATEGORY DATA

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

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

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

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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

EXECUTIVE SUMMARY

Overview

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