Health and Wellness in Turkey

January 2026

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Health and Wellness in Turkey

EXECUTIVE SUMMARY

Healthier indulgence and clean labels underpin health and wellness expansion

INDUSTRY PERFORMANCE

Sugar reduction becomes mainstream as health concerns intensify

Natural and functional positioning gains credibility through clean label and fortified benefits

WHAT'S NEXT

Value-led wellness, specialised nutrition and plant-based diversification to shape future growth

COUNTRY REPORTS DISCLAIMER

HW Hot Drinks in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar hot drinks surge as consumers rethink indulgence through healthier routines

INDUSTRY PERFORMANCE

Premiumisation meets wellness as Turkish consumers upgrade hot drink routines without excess

Traditional tea culture supports natural positioning, while herbal blends add modern wellness appeal

Cutting sugar becomes a mainstream expectation, reshaping the role of powder drinks and instant mixes

WHAT'S NEXT

Functional wellness and café-inspired premiumisation will shape the next phase of hot drinks growth

Natural tea will remain resilient, strengthened by cleaner labels and broader herbal innovation

No sugar will keep expanding, supported by sugar avoidance but challenged by premium fresh coffee migration

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2024 DEVELOPMENTS

Natural hydration and functional refreshment accelerate as consumers trade away from “traditional” carbonates

INDUSTRY PERFORMANCE

Functional bottled water moves mainstream, reshaping refreshment choices in a high-inflation environment

Natural positioning becomes the default “health cue”, led by bottled water and cleaner-label reformulation

Mineral content acts as a tangible proof-point, reinforcing bottled water’s premiumisation and domestic trust

WHAT'S NEXT

Energy, hydration and cleaner sweetness will define the next phase of soft drinks growth

Natural should keep rising, anchored in bottled water, but will increasingly overlap with functional and low-sugar positioning

Good source of minerals is likely to strengthen further as consumers prioritise credible, everyday functional benefits

CATEGORY DATA

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Regulatory support expands access to free from gluten snacks

WHAT'S NEXT

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CATEGORY DATA

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HW Dairy Products and Alternatives in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led innovation continues, but affordability shapes purchasing decisions

INDUSTRY PERFORMANCE

Traditional and emerging health cues shape category direction

Good source of minerals supports credibility in core dairy categories

Low fat and free from lactose gain relevance as consumers refine dietary choices

WHAT'S NEXT

Value for money will remain central as health-led diversification continues

Good source of minerals expected to benefit from stronger demand for fortified dairy

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INDUSTRY PERFORMANCE

Functional benefits and traditional ingredients shape innovation

Natural drives value growth as olive oil and spreads gain visibility

Vegetarian expands in sauces and condiments as flexitarian habits spread

WHAT'S NEXT

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Natural is set to dominate as trust and transparency become non-negotiable

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CATEGORY DATA

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