



Euromonitor
International

Health and Wellness in Turkey

January 2026

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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

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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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HW Soft Drinks in Turkey

KEY DATA FINDINGS

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

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[HW Snacks in Turkey](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness innovation accelerates after the pandemic

INDUSTRY PERFORMANCE

Free from and plant-based launches reflect shifting consumer expectations

Natural maintains its lead as clean-label preferences strengthen

Regulatory support expands access to free from gluten snacks

WHAT'S NEXT

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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

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[HW Cooking Ingredients and Meals in Turkey](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Clean label positioning strengthens across cooking ingredients and meals

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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HW Staple Foods in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-focused staple foods remain resilient despite cost pressures

INDUSTRY PERFORMANCE

- Granola and fibre-rich cereals benefit from evolving breakfast habits
- Gluten free gains visibility through regulation and expanded local production
- Natural supports demand for artisanal and traditional bread formats

WHAT'S NEXT

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- Gluten free staple foods set to expand as awareness and access improve
- Natural staple foods supported by reformulation and parental concerns

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