



Euromonitor
International

HW Hot Drinks in Turkey

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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

CATEGORY DATA

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Health and Wellness in Turkey - Industry Overview

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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