



Euromonitor
International

HW Soft Drinks in Turkey

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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

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

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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