



Euromonitor
International

HW Dairy Products and Alternatives in Turkey

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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
Low fat expected to remain stable as lactose-free expands further

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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