



HW Cooking Ingredients and Meals in Turkey

January 2026

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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

Clean label, functionality and sustainability influence future product direction
Natural is set to dominate as trust and transparency become non-negotiable
Vegetarian growth to accelerate as plant-based options become mainstream

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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