



Euromonitor
International

HW Staple Foods in Turkey

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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

- Value for money and healthier positioning will shape innovation
- Gluten free staple foods set to expand as awareness and access improve
- Natural staple foods supported by reformulation and parental concerns

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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