

HW Soft Drinks in Turkey

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Focus on nutrition for immunity continues even after the pandemic eases

Natural holds first place within health and wellness soft drinks in 2022, due to concerns about consuming too many overprocessed drinks

Good source of vitamins is a rising claim in health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Functional and low sugar products expected to continue enjoying strong demand

Natural also likely to show the most promise during the forecast period, driven by rising consumer demand and more offers from players

Lactose free expected to benefit from consumer base rise

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

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Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Turkey - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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