

HW Staple Foods in Turkey

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and fitness trends drive growth in sales of high fibre breakfast cereals and bread
Gluten free leads health and wellness staple foods in 2022, due to the increasing consumer base
Natural staple foods attract more consumers

PROSPECTS AND OPPORTUNITIES

Health-conscious consumers will drive new launches in high fibre bread and high protein breakfast cereals
Impact of recent regulation set to continue, driving low fat to show the most promise in health and wellness staple foods during the forecast period
No salt expected to rise in importance as consumers look to address cardiovascular issues

CATEGORY DATA

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Health and Wellness in Turkey - Industry Overview

EXECUTIVE SUMMARY

Overview

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