



HW Hot Drinks in Turkey

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Local tea remains hugely popular with consumers increasingly looking for healthier options

Natural claims prove popular

No added sugar claims prove popular as consumers aim to improve their health and control their weight

PROSPECTS AND OPPORTUNITIES

Earthquake likely to continue impacting sales of health and wellness hot drinks

Natural and organic claims set for strong growth in fresh coffee

Free from claims could be an important source of growth for hot drinks over the forecast period

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 - Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 - Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 - Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 - Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 - Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Turkey - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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