



# HW Cooking Ingredients and Meals in Turkey

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing preference for natural and organic formulations in sauces, dips and condiments and sweet spreads, while low/no fat claims continue to grow  
Natural remains the leading health and wellness claim in cooking ingredients and meals, with consumers looking to avoid overprocessed foods  
Increasing numbers of consumers looking to follow meat free diets as health and environmental concerns grow

#### PROSPECTS AND OPPORTUNITIES

Established players face competition from local players in sauces dips and condiments and sweet spreads  
Natural olive oil likely to remain a key source of sales  
Healthy honey creating a buzz, while obesity rates remain a cause for concern

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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### 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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