



Euromonitor
International

Sports Nutrition in Turkey

October 2025

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Sports Nutrition in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Popularity of fitness culture drives growth in sports nutrition in 2025

Alterna Gida leads sales while Migros Ticaret AS enjoys dynamic growth

Health and personal care stores leads distribution, while e-commerce gains further traction

PROSPECTS AND OPPORTUNITIES

Health and fitness trends will continue to drive demand for sports nutrition in the coming years

Product innovation will aim to capitalise on demand for convenience

Clean label and sustainable brands may benefit from greater awareness of responsible consumption

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