

Weight Management and Wellbeing in Turkey

October 2023

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Weight Management and Wellbeing in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The demand for weight management and wellbeing rebounds in 2023 as consumers resume pre-pandemic lifestyles

Rising unit prices underpin dynamic retail current value growth

Simplicity and natural ingredients are key to attracting consumers

PROSPECTS AND OPPORTUNITIES

Product positioning is expected to benefit weight management and wellbeing

Retail e-commerce to continue to leverage convenience and pricing advantages and offer a discreet way to buy these products

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DISCLAIMER

DEFINITIONS

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