

# HW Snacks in Turkey

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Health and wellness claims attract consumers despite inflation

2022 sees natural in the lead in health and wellness snacks due to concerns about overprocessed foods

Vegan rises as more consumers look to avoid animal-based products

#### PROSPECTS AND OPPORTUNITIES

Discounters expected to offer health and wellness private label lines

Natural also set to see strongest performance in health and wellness snacks over the forecast period as players see growth opportunities

Plant-based set to increase in importance as health, animal welfare, and environmental concerns are on the rise

#### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

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## Health and Wellness in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Overview

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