Euromonitor International

Herbal/Traditional Products in Türkiye

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Zade Vital and Ocean Hepalex drive plant-based wellness for new audiences
Pea protein and milk thistle reshape consumer choices in wellness routines

WHAT'S NEXT?

Paediatric supplements to attract informed parents with natural health claims
Beauty and beverage brands to fuel innovation with functional botanicals

COMPETITIVE LANDSCAPE

Top players sustain leadership with strong distribution and innovation

CHANNELS

Pharmacies leverage trust and advice to drive value sales
Trendyol and Hepsiburada accelerate e-commerce gains with variety and convenience

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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