Euromonitor International

Paediatric Consumer Health in Türkiye

November 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Inflation spurs demand for cost-effective OTC solutions
Preventative health and hypoallergenic innovation aid growth
Pharmacists and paediatricians shape trusted product choices

WHAT'S NEXT?

Parents to shift daily routines to prioritise prevention and digital engagement
Natural and gentle formulations expected to win loyalty among health-conscious families
Paediatric dermatologicals and nappy (diaper) rash treatments to lead gains as population and spending rise

COMPETITIVE LANDSCAPE

Bayer Türk Kimya Sanayi Ltd Sti sustains lead through trust and reach

CHANNELS

Pharmacies win trust as parents seek professional advice
Trendyol and Hepsiburada accelerate e-commerce momentum

PRODUCTS

Supradyn accelerates shift as parents choose prevention and affordable formats

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/paediatric-consumer-health-in-turkiye/report.