

# Free From in Turkey

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## Abstracts

In 2021, free from witnessed an acceleration in current value growth. This is in part due to the growing availability of free from lactose dairy products, such as milk, and free from gluten goods such as pasta. In recent years, producers such as Pinar and Icim have been expanding their range of free from lactose drinking milk products, such as with free-from lactose flavoured milk. Turkish consumers are increasingly aware of the detrimental effects of lactose in milk products and that of gluten...

Euromonitor International's Free From in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Free From market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Health and wellness trend benefits free from packaged food sales

Growing awareness surrounding gluten intolerance leads to free from gluten to see the most dynamic growth

Growing presence of local manufacturers supports free from dairy products sales

#### PROSPECTS AND OPPORTUNITIES

Producers extend their range of free from dairy and gluten to independent small grocers and e-commerce

Free from dairy milk, yoghurt and cheese are anticipated to become more widely available

Free from gluten likely to remain a small product area as consumers opt for grains that are gluten-free by nature

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