



Euromonitor
International

Consumer Health in Turkey

October 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust current value growth for analgesics in 2025 as inflation rate remains high

Sanli Ilac Sanayi remains the undisputed leader thanks to diverse portfolio

Pharmacies maintains dominance due to high density of outlets across the country

PROSPECTS AND OPPORTUNITIES

Analgesics will benefit from self-medication culture over the forecast period

Shrinking demography set to hamper growth in paediatric analgesics

Rising health awareness of side effects and dependency may lead to increased demand for natural alternatives

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Sleep Aids in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sleep aids benefits from ongoing socio-economic pressures in 2025

Sandoz Ilac ve Tic AS retains its lead thanks to consumer loyalty and widespread distribution

Pharmacies remains the dominant channel, but direct selling enjoys dynamic growth

PROSPECTS AND OPPORTUNITIES

Sleep aids set to benefit from increased levels of insomnia amongst the local population

Natural and herbal OTC sleep aids will continue to perform well in the years ahead

Prescription only regulations will limit growth of sleep aids over the forecast period

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

Cough, Cold and Allergy (Hay Fever) Remedies in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust current value growth for cough, cold and allergy (hay fever) remedies in 2025

Players who focus on traditional and natural healthcare solutions enjoy dynamic growth

Pharmacies maintain dominance, but e-commerce continues to gain traction

PROSPECTS AND OPPORTUNITIES

Consistent demand predicted for cough, cold and allergy (hay fever) remedies in the years ahead

Social media platforms will continue to drive product and brand awareness

Health and wellness trend set to continue apace

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Substantial increase in current value growth of dermatologicals in 2025

Bayer leads in 2025 thanks to strong brand recognition

Pharmacies continue to dominate the dermatologicals landscape

PROSPECTS AND OPPORTUNITIES

Growth predicted for dermatologicals over the forecast period

Innovation will focus on clinically-backed formulations

Holistic approach to baby care will lead to growth of nappy (diaper) rash treatments in the coming years

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2020-2025

Table 31 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 33 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025

Table 35 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust current value growth for digestive remedies in 2025

Bayer retains its dominance thanks to widespread use of flagship brands

Pharmacies leads sales thanks to high penetration levels across Turkey

PROSPECTS AND OPPORTUNITIES

Growth predicted for digestive remedies in the coming years

Fast-paced lifestyles set to boost consumption of easy-to-use digestive remedies

Functional foods may replace traditional digestive remedies in the years ahead

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 39 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Substantial current value growth for eye care in Turkey in 2025

Bausch & Lomb dominates sales of eye care in Turkey with Artelac Advanced and Recugel

Pharmacies continues to dominate sales, but e-commerce sees ongoing growth

PROSPECTS AND OPPORTUNITIES

Ongoing growth will be driven by demand for products formulated to address eyestrain and dry eyes

Sophisticated formulations with added vitamins will gain traction in the years ahead

Sales of OTC eye care may be limited by lack of regulatory change

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

NRT Smoking Cessation Aids in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust growth for NRT smoking cessation aids in 2025

GlaxoSmithKline continues its leadership with the well-known Nicotinell brand

Pharmacies retains its dominance, but e-commerce slowly gains traction

PROSPECTS AND OPPORTUNITIES

Optimistic outlook for NRT smoking cessation aids as increasing numbers of consumers seek to quit smoking

Innovation will be required to maintain steady growth

Illicit e-cigarettes pose an ongoing threat to NRT smoking cessation aids

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Wound Care in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust current value growth for wound care in Turkey in 2025

Betasan AS leads thanks to broad product range and prevalence across retail channels and institutions

Pharmacies dominates retail distribution landscape for wound care in Turkey

PROSPECTS AND OPPORTUNITIES

Growth predicted for wound care in the years ahead

Added-value features will shape product innovation over the forecast period

Ageing demographic will sustain sales of specialist products

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2020-2025

Table 57 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 59 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 60 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Popularity of fitness culture drives growth in sports nutrition in 2025

Alterna Gida leads sales while Migros Ticaret AS enjoys dynamic growth

Health and personal care stores leads distribution, while e-commerce gains further traction

PROSPECTS AND OPPORTUNITIES

Health and fitness trends will continue to drive demand for sports nutrition in the coming years

Product innovation will aim to capitalise on demand for convenience

Clean label and sustainable brands may benefit from greater awareness of responsible consumption

CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 64 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand fuelled by condition-specific and functional supplements

Solgar retains strong lead in dietary supplements

Pharmacies remains the leading channel while e-commerce enjoys dynamic growth

PROSPECTS AND OPPORTUNITIES

Health awareness and desire for longevity will continue to foster category growth

Product innovation will focus on anti-ageing formulas

Sustainability, tradition, and innovation drive Turkey's supplement industry expansion

CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 70 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 71 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Significant current value growth for vitamins reflects persistently high inflation

Bayer AG leads with solid reputation, diverse portfolio and widespread distribution

Pharmacies dominates the distribution landscape once more

PROSPECTS AND OPPORTUNITIES

Fast-paced lifestyles will benefit sales of vitamins over the forecast period

Innovative formats and formulations will benefit the category

Preventative health initiatives will boost sales in the years ahead

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2020-2025

Table 76 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 77 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 78 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 79 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 80 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wellness trend and innovation drive growth in weight management and wellbeing in 2025

Herbalife Nutrition maintains its solid category lead

Direct selling remains the leading distribution channel, while e-commerce continues to gain traction

PROSPECTS AND OPPORTUNITIES

Body and health awareness will shape weight management and wellbeing landscape in the years ahead

Technology, e-commerce and mobile apps will boost consumer interest over the forecast period

New product development will take into account the popularity of intermittent fasting and keto diets

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for herbal/traditional products continues to grow in 2025

iHealth Lab Inc leads sales in 2025 with the Sambucol brand

Pharmacies dominates category sales while e-commerce continues to gain momentum

PROSPECTS AND OPPORTUNITIES

Clinical backing will help support category growth

Cross-category expansion likely to accelerate in the coming years

Desire to limit unwanted side-effects will benefit the category

CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Paediatric Consumer Health in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Parental confidence and professional endorsement boost paediatric consumer health in 2025
Bayer leads paediatric consumer health in Turkey with trusted Bepanthen brand
Pharmacies leads paediatric consumer health sales while e-commerce gains further momentum

PROSPECTS AND OPPORTUNITIES

Preventive care and child-friendly formats will fuel growth in paediatric consumer health
Portfolio diversification and technical advances will support category growth in the coming years
Demand for natural ingredients such to rise

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

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/consumer-health-in-turkey/report.