

BETTER CHOICES, BETTER OPTIONS, BETTER FUTURE AT MiGROS

A HEALTHIER LIVES INITIATIVE FROM CHL TÜRKİYE TO ENCOURAGE HEALTHIER, BALANCED AND MORE SUSTAINABLE DIETS

The Healthier Lives initiative in Türkiye (CHL Türkiye) led by Turkish retailer Migros Ticaret in collaboration with 11 manufacturers, launched the **Migros Wellbeing Journey** in 2018. Its aim is to encourage consumers through customized services to adopt balanced, healthier, and more sustainable diets.

Migros Wellbeing Journey in Numbers

5.4M
Reached Consumers

+30%
Healthier Behaviour Engagement



+15%
Growth sales of healthier and more sustainable products

5.2%
Balanced Nutrition Index

75
Stakeholders Involved

Supporting Healthy Lifestyle Habits for Children

Partnership with



Animated video



We produced educational content online and in-stores to raise awareness around healthy and good living through our "Growing Healthy with Migros" project.

176k
Reached children in-stores

2.1M
Online views

Sharing Healthy and Sustainable Recipes

Partnership with



We offer affordable, planet-friendly and plant-based recipes promoting balanced nutrition and sustainability.

1.3M
Recipe views

Wellbeing Week at Migros



200k
Online views

Launched on **World Health Day**, Wellbeing Week at Migros featured discounted products across different food groups in our Migroskop catalogue. We connected the initiative to our Wellbeing Journey Program, which shares healthier living tips with consumers. As a result, the promoted wellbeing products experienced a 94.7% increase in purchases and 89.5% in turnover.

EMPLOYEES WEBINARS
PSYCHOLOGICALLY BEING WELL, EYE HEALTH & DISEASES, FAQs ABOUT DIABETES, CARDIOVASCULAR RISK, AUDIO & SOUND HEALTH, MOLE ANALYSIS

Endorsement From Public Authorities

Academic & Reporting Partners

Collaborations

