

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 objective is to encourage consumers to adopt healthier, balanced and more sustainable diets by offering them customized services.

Migros Wellbeing Journey in Numbers

5.4M

Reached Consumers

+30%

Healthier Behaviour
Engagement



+15%

Growth in 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

Children Reached
In-Stores

2.1M

Online Views

Sharing Healthy and Sustainable Recipes

Partnership with



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

1.3M

Recipe Views

Wellbeing Week at Migros



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.

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Endorsement From Public Authorities

Academic & Reporting Partners

Collaborations



Learn more about our work at the
Collaboration for Healthier Lives Coalition of Action
www.tcgfhealthierlives.com

Empowering Healthier People Globally