

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



Sharing Healthy and Sustainable Recipes

Partnership with



176k
Children Reached In-Stores

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

2.1M
Online Views



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

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

Endorsement From Public Authorities



Academic & Reporting Partners



In Affiliation with
JOHNS HOPKINS MEDICINE



Collaborations



ON PLANET. ONE HEALTH



Nestle



Waters



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