

Baby Food Packaging in Turkey

Market Direction | 2022-09-05 | 10 pages | Euromonitor

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Report description:

Sales of baby food grew substantially in Turkey in 2020 as the impact of the COVID-19 pandemic encouraged many households with babies, infants and young children to stock up on these products. This is a reflection of the status that baby food has generally as a category of essential staples that are indispensable for families with babies, infants and young children. After a significant spike in sales during the early stages of the COVID-19 pandemic, as many households stockpiled essential foodst...

Euromonitor International's Baby Food Packaging in Turkey report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food Packaging 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.

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Table of Contents:

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List Of Contents And Tables

BABY FOOD PACKAGING IN TURKEY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Baby food, seen as an essential staple by some, continues to record strong packaging unit volume growth in 2021

Folding cartons continues to lead dried baby food

Strong growth for folding cartons in powder milk formula

PROSPECTS AND OPPORTUNITIES

Official campaigns to promote breastfeeding could suppress growth in baby food

Brick liquid cartons for liquid and folding cartons for powder milk formula

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