

Confectionery Packaging in Turkey

Market Direction | 2023-10-30 | 9 pages | Euromonitor

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Report description:

Flexible plastic remains the dominant pack type in confectionery in Turkey. Flexible plastic is widely used in chocolate confectionery, completely dominating countlines packaging as the only pack type used in this product area, the biggest in Turkish confectionery, as well as also leading tablets, the second largest confectionery category in unit volume terms. Flexible plastic is also the most common pack type group in gum and sugar confectionery.

Euromonitor International's Confectionery 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: Chocolate Confectionery, Gum, Sugar Confectionery.

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

Why buy this report?

- * Get a detailed picture of the Confectionery 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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CONFECTIONERY PACKAGING IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flexible plastic continues to dominate confectionery packaging

Flexible plastic should benefit from expected improvement in gum packaging performance in the coming years

PROSPECTS AND OPPORTUNITIES

Flexible paper packaging will be negatively impacted by falling demand for sugar confectionery

Boxed assortments expected to see positive growth over the forecast period

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