

Packaging Industry in Turkey

Market Direction | 2024-02-06 | 41 pages | Euromonitor

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Report description:

The packaging industry in Turkey is undergoing a transformative shift, driven by key factors such as convenience, sustainability and consumer awareness. Innovative solutions are emerging, reshaping the landscape of packaged goods. Brands like Persil are pioneering convenience and eco-friendliness, introducing water-soluble covers for laundry capsules and combining plastic with recyclable materials. Shrink-sleeve labelling, especially on PET plastic, is gaining ground, offering both opacity and b...

Euromonitor International's Packaging in Turkey report offers insight into key trends and developments in the industry. 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.

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

Why buy this report?

- * Get a detailed picture of the 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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