

## Baby Food Packaging in Turkey

Market Direction | 2024-07-02 | 9 pages | Euromonitor

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### Report description:

Total baby food packaging volumes in Turkey saw solid growth in 2023, although this was a slower increase than seen for several years. Milk formula continued to account for the most significant packaging volumes in 2023, with liquid milk formula having higher packaging volumes than powder milk formula. Convenience plays a crucial role in this trend, as liquid milk formula is pre-mixed and ready to use, making it easier for busy parents to feed their infants without the need for preparation. In a...

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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### BABY FOOD PACKAGING IN TURKEY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brick liquid cartons gains share in liquid milk formula packaging

Aluminium/plastic pouches witnesses an upswing in packaging for prepared baby food

Folding cartons witnesses a rise in the 1,200g pack size for powder milk formula

#### PROSPECTS AND OPPORTUNITIES

Official campaigns to promote breastfeeding could suppress growth in powder milk formula packaging

Smaller pack sizes will see growth in popularity in dried baby food packaging

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