

## **Beauty and Personal Care Packaging in Turkey**

Market Direction | 2024-08-13 | 8 pages | Euromonitor

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### **Report description:**

HDPE bottles continued to be the main pack type in beauty and personal care product packaging in Turkey in 2023, with PET bottles, squeezable tubes and flexible plastic and folding cartons also widely used in this industry in this country. These pack types offer a wide range of options in terms of shape and size, provide ease of use for consumers and ensure product integrity. The suitability of HDPE bottles for recycling aligns with the increasing focus on environmental sustainability in the bea...

Euromonitor International's Beauty and Personal Care Packaging in Turkey report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care 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 Beauty and Personal Care 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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Euromonitor International

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BEAUTY AND PERSONAL CARE PACKAGING IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the most popular pack type in beauty and personal care in Turkey

Smaller packs being preferred in deodorants due to convenience

Glass jars the most popular packaging for moisturisers

PROSPECTS AND OPPORTUNITIES

Demand for sustainable products to increase in line with heightened environmental awareness

Solid deodorants and shampoo provide an opportunity for increasing sustainability

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