

Confectionery Packaging in Turkey

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

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Report description:

Total confectionery packaging volumes in Turkey continued to see a slow and stable rise in 2023. Chocolate confectionery continued to account for by far the most significant packaging volumes. Within chocolate confectionery, folding cartons witnessed significant growth in packaging volumes and in its overall share in 2023. Over the past few years, the integration of smart packaging technologies, such as QR codes and interactive packaging, has been on the rise. Integration of this technology enha...

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

2023 DEVELOPMENTS

Folding cartons witnesses sharp growth in chocolate confectionery packaging

Other plastic containers rises in gum packaging

Smaller pack sizes gain share in folding cartons for boxed assortments

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to gain share in chocolate pouches and bags

Thin wall plastic containers set to rise in chocolate with toys, as a major brand launches a new product

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