

Dairy Packaging in Turkey

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

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Report description:

Total dairy packaging volumes in Turkey maintained solid but slower growth than in previous years in 2023. After yoghurt, cow's milk remained the most significant category in terms of dairy packaging volumes, and continued to see growth in 2023. Shelf stable milk accounted for much higher unit volumes, and also continued to record growth. Within cow's milk, although brick liquid cartons remained the leading pack type in Turkey in 2023, gable top liquid cartons saw a slightly higher increase. Thi...

Euromonitor International's Dairy 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: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- * Get a detailed picture of the Dairy 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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DAIRY PACKAGING IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gable top liquid cartons witnesses growth for packaging cow's milk

Thin wall plastic containers remains the main packaging format for cheese

Smaller pack sizes most popular in flavoured milk drinks, due to consumer demand for convenience

PROSPECTS AND OPPORTUNITIES

Surge in flexible plastic set to be witnessed in butter and spreads packaging in the forecast period

Leading brand to introduce a new closure as a stride towards sustainable packaging

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