

Packaging Industry in Turkey

Market Direction | 2024-11-18 | 48 pages | Euromonitor

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Report description:

In 2023, Turkey's packaging industry experienced growth, driven by innovative solutions for packaged goods. In the food industry, brands like Oatly introduced a range of yoghurts featuring mix-ins, such as granola and fruit, stored in a separate compartments to prevent them from mixing until the consumer is ready to enjoy them. Responding to the rising demand for convenience, brands like Rexona and Nivea have integrated post-consumer recycled (PCR) materials into their products, while reducing s...

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.

Table of Contents:

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List Of Contents And Tables

PACKAGING INDUSTRY IN TURKEY

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Use of other rigid containers increasing in gum packaging

Growing popularity of metal beverage cans boosting the volume sales of the 330ml pack size in soft drinks

Glass bottles are the preferred choice for wine packaging due to their association with premium quality

Smaller deodorant packs gaining popularity due to their convenience

HDPE bottles overtake other plastic jars to become the leading pack type for shoe polish

PACKAGING LEGISLATION

Turkey moves to align food contact plastics regulations with EU standards

RECYCLING AND THE ENVIRONMENT

Arla introduces a new closure as part of its efforts to promote sustainable packaging

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