

## **Sweet Spreads Packaging in Turkey**

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

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### **Report description:**

Sweet spreads saw continued growth in total packaging volumes in Turkey in 2023, although growth was much slower than in the other years of the review period. Growth in packaging volumes was seen across all categories, although the smallest in terms of packaging volumes, nut and seed based spreads, saw the strongest increase. Packed with essential nutrients, including vitamins and healthy fats, this spread has become a popular choice for parents to ensure the physical wellbeing of their children...

Euromonitor International's Sweet Spreads 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 Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads, Yeast-based Spreads.

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

### Why buy this report?

- \* Get a detailed picture of the Sweet Spreads 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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### SWEET SPREADS PACKAGING IN TURKEY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Glass jars maintains growth in packaging volumes for nut and seed based spreads and chocolate spreads

PET bottles sees rising packaging volumes in honey

In jams and preserves, 200g aluminium/plastic pouches witnesses a boost

#### PROSPECTS AND OPPORTUNITIES

Nutella moves towards innovative packaging in chocolate spreads, driving growth for PET and glass jars

Squeezable plastic tubes to see upswing for honey packaging during the forecast period

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