



**Euromonitor  
International**

# Dairy Packaging in Turkey

July 2024

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## 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

## Dairy Packaging in Turkey - Company Profiles

## Packaging Industry in Turkey - Industry Overview

### 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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