



Euromonitor  
International

# Packaging Industry in Turkey

November 2024

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### 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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