



**Euromonitor
International**

Confectionery Packaging in Turkey

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons witnesses sharp growth in chocolate confectionery packaging

Other plastic containers rises in gum packaging

Smaller pack sizes gain share in folding cartons for boxed assortments

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to gain share in chocolate pouches and bags

Thin wall plastic containers set to rise in chocolate with toys, as a major brand launches a new product

Confectionery Packaging in Turkey - Company Profiles

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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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-turkey/report.