



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

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