



Euromonitor  
International

# Home Care Packaging in Turkey

July 2024

Table of Contents

## Home Care Packaging in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

HDPE bottles overtake other plastic jars to become the leading pack type for shoe polish  
The 1,000ml pack size sees strong growth in dishwashing due to the value it offers  
Blister and strip packs remain the dominant pack type for toilet care due to their convenience

#### PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to gain share in spray/aerosol air fresheners due to their cost-effectiveness  
Eco-friendly trend shaping new product development in laundry care in Turkey

## Home Care 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-packaging-in-turkey/report](https://www.euromonitor.com/home-care-packaging-in-turkey/report).