



**Euromonitor  
International**

# Processed Meat and Seafood Packaging in Turkey

July 2024

## Processed Meat and Seafood Packaging in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Folding cartons witnesses an upwards trend in processed meat packaging

Aluminium/plastic pouches gains share in processed seafood packaging

Small pack sizes witness an upswing for packaging shelf stable seafood in metal food cans

#### PROSPECTS AND OPPORTUNITIES

Growth in flexible plastic for packaging chilled processed meat for numerous reasons

Other plastic trays expected to witness growth for packaging tofu

## Processed Meat and Seafood 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-meat-and-seafood-packaging-in-turkey/report](https://www.euromonitor.com/processed-meat-and-seafood-packaging-in-turkey/report).