



**Euromonitor
International**

Sweet Spreads Packaging in Turkey

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass jars maintains growth in packaging volumes for nut and seed based spreads and chocolate spreads

PET bottles sees rising packaging volumes in honey

In jams and preserves, 200g aluminium/plastic pouches witnesses a boost

PROSPECTS AND OPPORTUNITIES

Nutella moves towards innovative packaging in chocolate spreads, driving growth for PET and glass jars

Squeezable plastic tubes to see upswing for honey packaging during the forecast period

Sweet Spreads 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/sweet-spreads-packaging-in-turkey/report.