



Euromonitor
International

Meals and Soups Packaging in Turkey

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Aluminium/plastic pouches gains share in chilled ready meals

Dry soup popular in smaller pack sizes in flexible aluminium/plastic packaging

Folding cartons gains share in frozen pizza as brands move towards a sustainable future

PROSPECTS AND OPPORTUNITIES

Aluminium trays set to witness growth in ready meals during the forecast period

Flexible aluminium/plastic to gain share in dry soup during the forecast period

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