

# Beauty and Personal Care Packaging in Turkey

July 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Bath and shower packaging continues to see strong growth in Turkey in 2022

HDPE bottles, squeezable tubes and flexible plastic the most popular pack types in 2022

The 400ml pack is the most popular size in hair care products in Turkey

### PROSPECTS AND OPPORTUNITIES

Growing emphasis on aesthetic appeal among consumers in Turkey

Sustainable and eco-friendly packaging solutions expected from industry players

## Beauty and Personal Care Packaging in Turkey - Company Profiles

## Packaging Industry in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible packaging is popular in food packaging for its convenience

On-the-go consumption influences packaging for non-alcoholic drinks

Glass dominates alcohol drinks packaging due to its premium appeal

Adaptability and user-friendliness shape beauty and personal care packaging in 2022

Convenient and sustainable packaging trends popular in home care

### PACKAGING LEGISLATION

Revised amendment for food-contact plastics

Transition to National Deposit Management System in 2023

### RECYCLING AND THE ENVIRONMENT

Eco-friendly packaging innovations transforming the home care industry

Consumer demand for sustainable packaging influences brands

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