

Dairy Packaging in Turkey

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Popularity of cheese benefits flexible plastic and thin wall plastic containers
Fresh milk seeing stronger growth but shelf stable milk still leads in 2022
Thin wall plastic containers the most popular pack type in butter and spreads

PROSPECTS AND OPPORTUNITIES

Folding cartons to gain traction as packaging for cream
Thin wall plastic containers the main pack type in dairy, but gradually losing share

Dairy 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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