

# Confectionery Packaging in Turkey

October 2023

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## Confectionery Packaging in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Flexible plastic continues to dominate confectionery packaging

Flexible plastic should benefit from expected improvement in gum packaging performance in the coming years

#### PROSPECTS AND OPPORTUNITIES

Flexible paper packaging will be negatively impacted by falling demand for sugar confectionery

Boxed assortments expected to see positive growth over the forecast period

## Confectionery 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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