

Sweet Spreads Packaging in Turkey

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars remain the most popular pack type in sweet spreads
Glass jars the main pack type but losing share in nut- and seed-based spreads
Demand for honey booms due to its immunity-boosting properties

PROSPECTS AND OPPORTUNITIES

Plastic pouches are expected to grow thanks to the convenience they offer
Squeezable plastic tubes are expected to gain share in sweet spreads

Sweet Spreads 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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