Euromonitor International

Beauty and Personal Care Packaging in Türkiye

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Beauty and Personal Care Packaging in Türkiye - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Turkish beauty and personal care packaging grows strongly in 2025 as a deposit-return scheme and recycling rules reshape the agenda

INDUSTRY PERFORMANCE

Rigid plastic anchors a fast-growing market as HDPE and PET bottles and squeezable tubes lift volumes
Folding cartons and rigid plastic lead growth as premiumisation and skin care demand expand
A nationwide deposit-return system and packaging waste targets intensify the sustainability agenda

WHAT'S NEXT?

Solid growth to 2030 led by premiumisation, a young population and recyclable formats
Recycled content, recyclable mono-materials and refillable systems define the priority opportunities

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Beauty and Personal Care Packaging in Türkiye - Company Profiles

Packaging Industry in Türkiye - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Recycled-content rules and portion-controlled packs reshape food packaging in Türkiye
Glass sees strong growth while rPET investment advances in non-alcoholic drinks packaging
Glass dominates as cans gain and a deposit-return system reshapes alcoholic drinks packaging
Refillable systems and recyclable formats reshape beauty and personal care packaging
Flexible pouches and refill formats gain ground in home care packaging
Flexible pouches lead as recyclable trays and tubes gain momentum in pet food

PACKAGING LEGISLATION

Nationwide deposit-return system driving circular packaging
Producer responsibility and recycling fees reshape packaging strategies
EU-style approval of recycled plastics catalysing rPET investment

RECYCLING AND THE ENVIRONMENT

Zero waste movement scaling nationwide
Türkiye's national circular economy strategy and action plan (UDESEP)

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