Euromonitor International

Dairy Packaging in Türkiye

September 2026

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Dairy Packaging in Türkiye - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation-driven demand propels a rigid-plastic-led category as recycled-content rules move toward reform

INDUSTRY PERFORMANCE

Rigid-plastic bottles and pots anchor a fast-growing category
A draft rule change points recycled-content bottles toward viability
Flexible packaging and glass post the strongest unit gains

WHAT'S NEXT?

Sustained growth with recycled content reshaping the bottle
Convenience, premiumisation and renewable cartons widen the format mix

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Dairy 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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