



**Euromonitor
International**

Confectionery Packaging in Türkiye

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong domestic demand sustains a flexible-dominated category as Ülker accelerates its circularity agenda

INDUSTRY PERFORMANCE

A flexible-dominated category powered by small, single-serve pack sizes

Ülker advances a packaging-reduction and circularity agenda

Rigid plastic and metal gain on gum and gifting

WHAT'S NEXT?

Modest growth with rigid and fibre formats outpacing film

E-commerce, premiumisation and recyclable design diversify the mix

COUNTRY REPORTS DISCLAIMER

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