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
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Confectionery Packaging in Türkiye - Company Profiles

Packaging Industry in Türkiye - Industry Overview

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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

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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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