Euromonitor International

Home Care Packaging in Türkiye

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Home Care Packaging in Türkiye - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Turkish home care packaging grows in 2025 as recycled content and a new deposit system is piloted

INDUSTRY PERFORMANCE

Rigid plastic dominates a large market as HDPE and PET bottles anchor laundry, dishwashing and surface care
Metal and flexible formats grow fastest as aerosols and pouches gain ground
National deposit-return system and packaging waste rules accelerate the recyclability agenda

WHAT'S NEXT?

Steady growth over forecast period to 2030 led by rigid plastic and flexible formats
Recycled content, refill pouches and recyclable trigger sprays offer strategic opportunities

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Home 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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