



**Euromonitor
International**

Home Care Packaging in Türkiye

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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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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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