Euromonitor International

Processed Fruit and Vegetables Packaging in Türkiye

September 2026

Processed Fruit and Vegetables Packaging in Türkiye - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

A metal- and glass-anchored category rebalances towards flexible and fibre formats

INDUSTRY PERFORMANCE

A metal- and glass-anchored category with rising flexible demand
Mondi–Özler Tarim collaboration signals fibre-led innovation in produce packaging
Flexible and fibre formats gain as the can softens

WHAT'S NEXT?

Flexible and fibre formats outpace a declining can
Convenience, sustainability and dual pack sizes shape competition

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Processed Fruit and Vegetables 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-fruit-and-vegetables-packaging-in-turkiye/report.