



Processed Fruit and Vegetables Packaging in Türkiye

September 2026

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 Tarım 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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