Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in Türkiye

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Processed Meat, Seafood and Alternatives To Meat Packaging in Türkiye - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Thermoformed trays anchor a rigid-plastic-led protein aisle as draft rules open a path to recycled content

INDUSTRY PERFORMANCE

Trays, films and cans sustain a rigid-plastic-led protein aisle
Draft food-contact rules point toward recycled-content trays
Fibre and pouch formats expand at the margins

WHAT'S NEXT?

Recycled-content plastic and fibre drive measured growth
Convenience and premiumisation open pouch and fibre opportunities

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Processed Meat, Seafood and Alternatives To Meat 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-meat-seafood-and-alternatives-to-meat-packaging-in-turkiye/report.