Euromonitor International

Sweet Spreads Packaging in Türkiye

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Sweet Spreads Packaging in Türkiye - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast-spread heritage sustains a glass-led category as portion and squeezable formats expand

INDUSTRY PERFORMANCE

A glass-led category with a strong non-traditional format base
Lighter and portion formats stretch the format mix
Glass holds firm as recycled-content rules move up the agenda

WHAT'S NEXT?

Solid growth as glass endures and lighter formats advance
Convenience, portioning and exports define the next phase

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Sweet Spreads 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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