

# Sweet Spreads Packaging in Turkey

October 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Glass jars remain the most popular pack type in sweet spreads  
Glass jars the main pack type but losing share in nut- and seed-based spreads  
Demand for honey booms due to its immunity-boosting properties

### PROSPECTS AND OPPORTUNITIES

Plastic pouches are expected to grow thanks to the convenience they offer  
Squeezable plastic tubes are expected to gain share in sweet spreads

## Sweet Spreads Packaging in Turkey - Company Profiles

## Packaging Industry in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Flexible packaging is popular in food packaging for its convenience  
On-the-go consumption influences packaging for non-alcoholic drinks  
Glass dominates alcohol drinks packaging due to its premium appeal  
Adaptability and user-friendliness shape beauty and personal care packaging in 2022  
Convenient and sustainable packaging trends popular in home care

### PACKAGING LEGISLATION

Revised amendment for food-contact plastics  
Transition to National Deposit Management System in 2023

### RECYCLING AND THE ENVIRONMENT

Eco-friendly packaging innovations transforming the home care industry  
Consumer demand for sustainable packaging influences brands

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