

# Plant-Based Dairy Packaging in Turkey

October 2023

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## Plant-Based Dairy Packaging in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Plant-based dairy rides healthier eating trend to see another year of unit volume growth  
Plastic packaging types gaining ground in plant-based cheese, glass bottles losing ground in plant-based milk  
Supermarkets the leading channel despite growing competition

#### PROSPECTS AND OPPORTUNITIES

Small pack sizes most popular for plant-based cheese, large sizes for plant-based milk  
New varieties with functional properties are expected in the forecast period, with private label also boosting its offer

## Plant-Based Dairy 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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