Euromonitor International

Meals and Soups Packaging in Türkiye

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Meals and Soups Packaging in Türkiye - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience demand lifts a flexible-dominated category as fibre and rigid formats grow fastest

INDUSTRY PERFORMANCE

Convenience demand underpins a flexible-dominated category
Fibre and rigid formats post the strongest gains
Single-serve formats track urban and value demand

WHAT'S NEXT?

Fibre and flexible formats lead balanced growth
Urbanisation, premiumisation and value reshape pack sizes

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Meals and Soups Packaging in Türkiye - Company Profiles

Packaging Industry in Türkiye - Industry Overview

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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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