

# Beauty and Personal Care Packaging in Turkey

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#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Beauty and personal care packaging continues to grow and innovate as the industry evolves

Sustainability innovations increasingly seen in beauty and personal care packaging

HDPE bottles the most popular pack type in Turkish beauty and personal care

## PROSPECTS AND OPPORTUNITIES

Multifunctional and personalisation expected to be trends influencing beauty and personal care packaging Stricter packaging regulations are shaping design and material choices across the industry

## **DISCLAIMER**

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