

# Home Care Packaging in Turkey

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#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Packaging volumes grow, driven by laundry care and dishwashing
Innovative blister and strip packs in dishwasher care tablets driving premium packaging appeal
HDPE bottles the leading pack type in Turkish home care

# PROSPECTS AND OPPORTUNITIES

Affordability pressures and sustainability commitments are driving changes in home care packaging HDPE bottles are expected to see growing demand, driven by heavy usage across key categories

# **DISCLAIMER**

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