



Euromonitor
International

Home Care Packaging in Turkey

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Home Care Packaging in Turkey - Category analysis

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

Home Care Packaging in Turkey - Company Profiles

Packaging Industry in Turkey - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Smaller pack sizes and portion control shape food packaging in Turkey

rPET adoption and metal cans gain momentum in non-alcoholic drinks packaging

Folding cartons and the evolving role of cans and glass bottles in Turkey's alcoholic drinks packaging

Ecofill dispenser system leading the shift to sustainable, refillable packaging in beauty and personal care

The rise of flexible plastic pouches and concentrated refills in Turkish home care packaging

The 3,000g flexible plastic pack is popular for dry dog food in Turkey's pet food market

PACKAGING LEGISLATION

Nationwide Deposit Return System driving circular packaging

Rising GEKAP fees reshaping packaging strategies

EU-style approval of recycled plastics catalysing rPET investment

RECYCLING AND THE ENVIRONMENT

Zero waste movement scaling nationwide

Turkey's national circular economy strategy and action plan (UDESEP)

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