



# Meals and Soups Packaging in Turkey

September 2025

Table of Contents

## Meals and Soups Packaging in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Urban lifestyles and safety needs drive meals and soups packaging growth  
Soups favour small affordable packs, while ready meals lead with 300g formats  
Convenience and sustainability shape evolving packaging mix in meals and soups

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and busy lifestyles will drive growth in meals and soups packaging  
Stand-up pouches and folding cartons to gain share in dry soup

### DISCLAIMER

## Meals and Soups 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)

### DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-packaging-in-turkey/report](http://www.euromonitor.com/meals-and-soups-packaging-in-turkey/report).