



**Euromonitor  
International**

# Meals and Soups Packaging in Turkey

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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

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## 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)

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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).