



Euromonitor
International

Beauty and Personal Care Packaging in Turkey

October 2025

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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

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Beauty and Personal 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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