



**Euromonitor
International**

Confectionery Packaging in Turkey

September 2025

Table of Contents

Confectionery Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Festive demand and innovation drive confectionery packaging growth in Turkey
Ülker cuts waste and boosts recycling in confectionery packaging push
Flexible plastic and small pack sizes dominate confectionery packaging in turkey

PROSPECTS AND OPPORTUNITIES

E-commerce and modern retail fuel growth in Turkey's confectionery packaging
Other rigid containers expected to gain share in gum packaging

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Confectionery 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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