



Processed Meat and Seafood Packaging in Turkey

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Other packaging leads growth in processed meat and seafood in Turkey
Opportunities for Turkish brands to adopt next-gen sustainable packaging
Thin wall plastic containers and flexible plastic the leading processed meat and seafood packaging types in Turkey

PROSPECTS AND OPPORTUNITIES

Health and convenience to fuel packaging growth in turkey
Evolving pack formats drive change in processed meat and seafood in Turkey

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Processed Meat and Seafood 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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