



**Euromonitor
International**

Sweet Spreads Packaging in Turkey

September 2025

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Sweet Spreads Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Aluminium/plastic pouches most dynamic in sweet spreads packaging in Turkey
Glass and PET jars balance tradition and convenience in Turkish sweet spreads
Single-serve packs lead sweet spreads packaging in Turkey

PROSPECTS AND OPPORTUNITIES

Urbanisation and exports to drive sweet spreads packaging growth in Turkey
Supply chain constraints and packaging shifts could impact Turkish sweet spreads

DISCLAIMER

Sweet Spreads 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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