

# Baby Food Packaging in Turkey

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Brick liquid cartons gains share in liquid milk formula packaging

Aluminium/plastic pouches witnesses an upswing in packaging for prepared baby food

Folding cartons witnesses a rise in the 1,200g pack size for powder milk formula

### PROSPECTS AND OPPORTUNITIES

Official campaigns to promote breastfeeding could suppress growth in powder milk formula packaging

Smaller pack sizes will see growth in popularity in dried baby food packaging

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