

# Confectionery Packaging in Turkey

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Folding cartons witnesses sharp growth in chocolate confectionery packaging

Other plastic containers rises in gum packaging

Smaller pack sizes gain share in folding cartons for boxed assortments

#### PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to gain share in chocolate pouches and bags

Thin wall plastic containers set to rise in chocolate with toys, as a major brand launches a new product

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