

Home Care Packaging in Turkey

May 2023

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Home Care Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Laundry care sees launch of new paper bottle packaging in Turkey
Larger pack sizes gaining popularity in hand dishwashing
Packaging that offers convenience and sustainability gaining ground

PROSPECTS AND OPPORTUNITIES

Plastic pouches to remain popular in automatic dishwashing tablets
More growth expected for HDPE bottles

Home Care Packaging in Turkey - Company Profiles

Packaging Industry in Turkey - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture
2022 key trends
Flexible packaging is popular in food packaging for its convenience
On-the-go consumption influences packaging for non-alcoholic drinks
Glass dominates alcohol drinks packaging due to its premium appeal
Adaptability and user-friendliness shape beauty and personal care packaging in 2022
Convenient and sustainable packaging trends popular in home care

PACKAGING LEGISLATION

Revised amendment for food-contact plastics
Transition to National Deposit Management System in 2023

RECYCLING AND THE ENVIRONMENT

Eco-friendly packaging innovations transforming the home care industry
Consumer demand for sustainable packaging influences brands

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