

Processed Meat and Seafood Packaging in Turkey

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Affordability continues to drive volume sales in processed meat and seafood

Thin wall plastic containers the main pack type in processed meat and seafood

More double-digit growth for shelf stable seafood, boosting metal food cans and stand-up pouches

PROSPECTS AND OPPORTUNITIES

Flexible plastic expected to continue gaining share in chilled processed meat packaging

Healthier eating habits and continued remote working could support sales

Processed Meat and Seafood 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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