



# Baby Food Packaging in Turkey

September 2025

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## Baby Food Packaging in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Urban lifestyles and trust in quality drive baby food packaging growth in Turkey

Sustainable and convenient pack formats replacing glass

Brick liquid cartons the leading baby food pack type in Turkey

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and innovation to drive growth in baby food packaging in Turkey

The 1,200g pack size in folding cartons will continue growing in powder milk formula

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## Baby Food 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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