



Meals and Soups Packaging in Turkey

September 2025

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Meals and Soups Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban lifestyles and safety needs drive meals and soups packaging growth
Soups favour small affordable packs, while ready meals lead with 300g formats
Convenience and sustainability shape evolving packaging mix in meals and soups

PROSPECTS AND OPPORTUNITIES

Urbanisation and busy lifestyles will drive growth in meals and soups packaging
Stand-up pouches and folding cartons to gain share in dry soup

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Meals and Soups 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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