



Beauty and Personal Care Packaging in Turkey

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles the most popular pack type in beauty and personal care in Turkey

Smaller packs being preferred in deodorants due to convenience

Glass jars the most popular packaging for moisturisers

PROSPECTS AND OPPORTUNITIES

Demand for sustainable products to increase in line with heightened environmental awareness

Solid deodorants and shampoo provide an opportunity for increasing sustainability

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