



Home Care Packaging in Turkey

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles overtake other plastic jars to become the leading pack type for shoe polish

The 1,000ml pack size sees strong growth in dishwashing due to the value it offers

Blister and strip packs remain the dominant pack type for toilet care due to their convenience

PROSPECTS AND OPPORTUNITIES

HDPE bottles expected to gain share in spray/aerosol air fresheners due to their cost-effectiveness

Eco-friendly trend shaping new product development in laundry care in Turkey

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