



# Alcoholic Drinks Packaging in Turkey

October 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising demand and innovation drive growth in Turkey's alcoholic beverage packaging

Convenience and sustainability driving the shift between metal beverage cans and glass bottles in Turkey

Innovative paper bottle marks a sustainability milestone in premium spirits in Turkey

#### PROSPECTS AND OPPORTUNITIES

Rising demand and lifestyle shifts to boost alcoholic drinks packaging in Turkey

Affordability and convenience to drive multipack growth in Turkey's alcoholic drinks

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