



Alcoholic Drinks Packaging in Turkey

October 2024

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Alcoholic Drinks Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles dominates beer, but metal beverage cans also popular and growing
Good value proposition makes 700ml the preferred pack size for white spirits packaging
Glass bottles is the preferred pack type for wine due to premium perception

PROSPECTS AND OPPORTUNITIES

Increasing demand for sustainability will drive brand owners to choose eco-friendly packaging options
Folding cartons as secondary packaging for spirits and sparkling wine set to grow in the forecast period

Alcoholic Drinks Packaging in Turkey - Company Profiles

Packaging Industry in Turkey - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Use of other rigid containers increasing in gum packaging

Growing popularity of metal beverage cans boosting the volume sales of the 330ml pack size in soft drinks

Glass bottles are the preferred choice for wine packaging due to their association with premium quality

Smaller deodorant packs gaining popularity due to their convenience

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

PACKAGING LEGISLATION

Turkey moves to align food contact plastics regulations with EU standards

RECYCLING AND THE ENVIRONMENT

Arla introduces a new closure as part of its efforts to promote sustainable packaging

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