



Euromonitor
International

Soft Drinks Packaging in Turkey

April 2024

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Soft Drinks Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles the leading pack type in soft drinks packaging
Growing demand for 100% juice benefits brick liquid cartons
Growth of metal beverage cans helping to drive volume sales of the 330ml pack size

PROSPECTS AND OPPORTUNITIES

The popularity of rPET bottles across soft drinks packaging is gaining momentum
PET bottles will continue growing but will also be losing share to metal beverage cans over the forecast period

Soft 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-turkey/report.