

## **Alcoholic Drinks Packaging in Turkey**

Market Direction | 2022-10-11 | 10 pages | Euromonitor

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### **Report description:**

Total volume sales of alcoholic drinks and its packaging were already in decline in 2019, as consumer confidence fell due to the economic crisis, high inflation and the recent devaluations of the local currency. The COVID-19 outbreak resulted in a continued decline in total volume sales in 2020, as lockdown measures and travel restrictions were introduced to try and prevent the spread of the virus. With bars closed completely and cafes and restaurants only permitted to provide home-delivery serv...

Euromonitor International's Alcoholic Drinks Packaging in Turkey report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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### **Table of Contents:**

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ALCOHOLIC DRINKS PACKAGING IN TURKEY

KEY DATA FINDINGS

2021 DEVELOPMENTS

On-trade begins to recover in 2021 after its collapse in consumption in 2020

Smaller pack sizes gaining popularity in glass bottles in spirits

New product launches focussed more on content rather than packaging

PROSPECTS AND OPPORTUNITIES

Rise of premium alcoholic drinks likely to benefit glass bottles

On-trade will take until 2026 to return to pre-pandemic sales levels

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