

## **Alcoholic Drinks Packaging in Turkey**

Market Direction | 2023-09-11 | 9 pages | Euromonitor

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### **Report description:**

Packaging unit volumes recorded their strongest growth in beer among the main alcoholic drinks categories in Turkey in 2022. The strong increase in beer packaging sales was attributed to factors such as a growing market and changing consumer preferences, which were driving rising demand for beer, resulting in increased production and packaging volumes. The growth was also attributed to increased disposable incomes and shifts in social habits. Furthermore, breweries and beer brands are implementi...

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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Euromonitor International

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Beer packaging records the strongest growth in alcoholic drinks packaging in Turkey in 2022

Glass bottles are the dominant pack type in Turkey

750ml packs are the preferred size for wine in Turkey in 2022

PROSPECTS AND OPPORTUNITIES

Growing environmental concerns introduce a shift to sustainable packaging solutions

Metal beverage cans to lose pack share over the forecast period

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