

## **Hot Drinks Packaging in Turkey**

Market Direction | 2023-04-10 | 9 pages | Euromonitor

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### **Report description:**

Instant coffee continues to be the biggest product area in the Turkish hot drinks market, with flexible plastic the dominant pack type in this category. Although aluminium/plastic pouches are seeing strong growth in instant coffee, flexible plastic was still accounting for more than 98% of packaging unit volumes in this category in 2022. Stand-up pouches, this time in the form of plastic pouches, have also been seeing strong growth in tea, in which various flexible packaging types combine to dom...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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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HOT DRINKS PACKAGING IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Instant coffee and flexible plastic continue to dominate hot drinks packaging in Turkey

Popularity of black tea benefits flexible paper/plastic as a packaging format

Fresh coffee manufacturers prefer flexible aluminium/plastic packaging

PROSPECTS AND OPPORTUNITIES

Strong demand for other plant-based hot drinks will benefit aluminium/plastic pouches

Flexible aluminium/plastic to see healthy growth as flexible plastic loses share over the forecast period

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