

Soft Drinks Packaging in Turkey

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

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Report description:

Although RTD coffee remains a relatively small category, it is seeing some of the most dynamic growth in the Turkish soft drinks market. The main pack type for RTD coffee in the retail channel is the metal beverage can, ahead of glass bottles and PET bottles. One of the main reasons for the popularity of metal beverage cans is their ease of recycling, as they are typically made of a single material (aluminium or stainless steel). This makes them simpler to sort and process compared to PET bottle...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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

February 2024

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SOFT DRINKS PACKAGING IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Metal beverage cans the main pack type in dynamic RTD coffee due to their high recyclability

Brick liquid cartons the preferred pack type for nectars

Smaller pack sizes returning to popularity in the post-pandemic period

PROSPECTS AND OPPORTUNITIES

Strong growth in flavoured and functional bottled water will benefit glass bottles

Metal beverage cans will gain share from PET bottles in carbonates

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