

## **Alcoholic Drinks Packaging in Turkey**

Market Direction | 2024-10-14 | 9 pages | Euromonitor

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### **Report description:**

In 2023, beer continued to account for the overwhelming majority of total packaging retail volumes in alcoholic drinks in Turkey, at over 90%. Growth in sales of beer in the country in 2023 can be attributed to increased disposable incomes and shifts in social habits. Within beer packaging, glass bottles continued to dominate retail volumes in 2023. This is due to a combination of cultural tradition, preservation of quality, aesthetics, and recyclability. The impermeability of glass ensures that...

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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ALCOHOLIC DRINKS PACKAGING IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles dominates beer, but metal beverage cans also popular and growing

Good value proposition makes 700ml the preferred pack size for white spirits packaging

Glass bottles is the preferred pack type for wine due to premium perception

PROSPECTS AND OPPORTUNITIES

Increasing demand for sustainability will drive brand owners to choose eco-friendly packaging options

Folding cartons as secondary packaging for spirits and sparkling wine set to grow in the forecast period

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