

## **Soft Drinks Packaging in Turkey**

Market Direction | 2024-04-22 | 8 pages | Euromonitor

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### **Report description:**

PET bottles remained the leading pack type across soft drinks packaging in Turkey in 2023, which is expected to remain the case throughout the forecast period. Their durability and affordability are among the reasons for the widespread use of this pack type. PET bottles were benefiting from the growth in the soft drinks market, helped by being the leading pack type in the largest categories, such as bottled water and carbonates. Glass bottles are the second most popular pack type in the Turkish...

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## **Table of Contents:**

Soft Drinks Packaging in Turkey

Euromonitor International

November 2024

List Of Contents And Tables

SOFT DRINKS PACKAGING IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles the leading pack type in soft drinks packaging

Growing demand for 100% juice benefits brick liquid cartons

Growth of metal beverage cans helping to drive volume sales of the 330ml pack size

PROSPECTS AND OPPORTUNITIES

The popularity of rPET bottles across soft drinks packaging is gaining momentum

PET bottles will continue growing but will also be losing share to metal beverage cans over the forecast period

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