

Alcoholic Drinks Packaging in Turkey

September 2023

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Alcoholic Drinks Packaging in Turkey - Category analysis

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

Alcoholic Drinks Packaging in Turkey - Company Profiles

Packaging Industry in Turkey - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Flexible packaging is popular in food packaging for its convenience

On-the-go consumption influences packaging for non-alcoholic drinks

Glass dominates alcohol drinks packaging due to its premium appeal

Adaptability and user-friendliness shape beauty and personal care packaging in 2022

Convenient and sustainable packaging trends popular in home care

PACKAGING LEGISLATION

Revised amendment for food-contact plastics

Transition to National Deposit Management System in 2023

RECYCLING AND THE ENVIRONMENT

Eco-friendly packaging innovations transforming the home care industry

Consumer demand for sustainable packaging influences brands

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