



Soft Drinks Packaging in Turkey

April 2024

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-packaging-in-turkey/report.