



Euromonitor
International

Hot Drinks Packaging in Turkey

April 2024

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Hot Drinks Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Instant coffee and flexible plastic continue to dominate hot drinks packaging in Turkey

Popularity of black tea benefits flexible paper/plastic as a packaging format

Aluminium/plastic pouches continue to gain share in other plant-based hot drinks

PROSPECTS AND OPPORTUNITIES

Thin wall plastic containers to benefit from the increasing popularity of coffee pods

Smart packaging is likely to become a differentiating factor for brands in the future

Hot Drinks Packaging in Turkey - Company Profiles

Packaging Industry in Turkey - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Use of other rigid containers increasing in gum packaging

Growing popularity of metal beverage cans boosting the volume sales of the 330ml pack size in soft drinks

Glass bottles are the preferred choice for wine packaging due to their association with premium quality

Smaller deodorant packs gaining popularity due to their convenience

HDPE bottles overtake other plastic jars to become the leading pack type for shoe polish

PACKAGING LEGISLATION

Turkey moves to align food contact plastics regulations with EU standards

RECYCLING AND THE ENVIRONMENT

Arla introduces a new closure as part of its efforts to promote sustainable packaging

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