



Alcoholic Drinks Packaging in Turkey

October 2024

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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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