



Hot Drinks Packaging in Turkey

April 2024

Table of Contents

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

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/hot-drinks-packaging-in-turkey/report.