



**Euromonitor
International**

Alcoholic Drinks Packaging in Türkiye

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Turkish alcoholic drinks packaging declines as a national deposit-return system takes shape

INDUSTRY PERFORMANCE

Glass bottles dominate the market, with metal beverage cans the main alternative

Rigid plastic grows fastest from a niche base while glass and cans drive the volumes

A digital deposit-return system reshapes the recycling agenda

WHAT'S NEXT?

Steady growth to 2030 led by beer, glass and cans

Lightweight glass, recyclable cans and deposit-ready design define packaging priorities

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- **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.

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