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Alcoholic Drinks Packaging in Türkiye

September 2026

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Alcoholic Drinks Packaging in Türkiye - Category analysis

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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Alcoholic Drinks Packaging in Türkiye - Company Profiles

Packaging Industry in Türkiye - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Recycled-content rules and portion-controlled packs reshape food packaging in Türkiye
Glass sees strong growth while rPET investment advances in non-alcoholic drinks packaging
Glass dominates as cans gain and a deposit-return system reshapes alcoholic drinks packaging
Refillable systems and recyclable formats reshape beauty and personal care packaging
Flexible pouches and refill formats gain ground in home care packaging
Flexible pouches lead as recyclable trays and tubes gain momentum in pet food

PACKAGING LEGISLATION

Nationwide deposit-return system driving circular packaging
Producer responsibility and recycling fees reshape packaging strategies
EU-style approval of recycled plastics catalysing rPET investment

RECYCLING AND THE ENVIRONMENT

Zero waste movement scaling nationwide
Türkiye's national circular economy strategy and action plan (UDESEP)

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