

Soft Drinks Packaging in Turkey

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

PET bottles the leading pack type in soft drinks packaging

Growing demand for 100% juice benefits brick liquid cartons

Growth of metal beverage cans helping to drive volume sales of the 330ml pack size

PROSPECTS AND OPPORTUNITIES

The popularity of rPET bottles across soft drinks packaging is gaining momentum

PET bottles will continue growing but will also be losing share to metal beverage cans over the forecast period

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