

Hot Drinks Packaging in Turkey

April 2024

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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

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