

# Alcoholic Drinks Packaging in Turkey

October 2022

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## Alcoholic Drinks Packaging in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

On-trade begins to recover in 2021 after its collapse in consumption in 2020  
Smaller pack sizes gaining popularity in glass bottles in spirits  
New product launches focussed more on content rather than packaging

#### PROSPECTS AND OPPORTUNITIES

Rise of premium alcoholic drinks likely to benefit glass bottles  
On-trade will take until 2026 to return to pre-pandemic sales levels

## Alcoholic Drinks Packaging in Turkey - Company Profiles

## Packaging Industry in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2021: The big picture  
2021 key trends  
Pandemic boosts ready meals packaging unit volumes  
Large pack sizes expected to slow down in dairy and processed fruit and vegetables  
Baby food booms as more Turkish women join the workforce  
PET bottles to lose share in soft drinks  
Rebound from COVID-19 will benefit glass bottles in alcoholic drinks  
Clean beauty trend to drive growth in sustainable pack types  
HDPE likely to continue growing but must be brought under the ambit of sustainability

### PACKAGING LEGISLATION

Packaging and Waste Management Regulation in 2021  
Deposit Management System

### RECYCLING AND THE ENVIRONMENT

Saving money and resources through the Zero Waste Project  
Effective recycling of beverage packages through the Deposit Management System

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