



Euromonitor
International

Soft Drinks Packaging in Turkey

July 2025

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Soft Drinks Packaging in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased logistics costs lead to increases in plastic packaging prices in Turkey in 2024

Investment in high capacity recycling machines to reach more customers

Sustainable and high-quality packaging innovations emerge in soft drinks in Turkey

PROSPECTS AND OPPORTUNITIES

Liquid cartons set to see growth over the forecast period

rPET bottles to grow over the forecast period along with new legislation in Turkey

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Soft Drinks Packaging in Turkey - Company Profiles

Packaging Industry in Turkey - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Smaller pack sizes and portion control shape food packaging in Turkey

rPET adoption and metal cans gain momentum in non-alcoholic drinks packaging

Folding cartons and the evolving role of cans and glass bottles in Turkey's alcoholic drinks packaging

Ecofill dispenser system leading the shift to sustainable, refillable packaging in beauty and personal care

The rise of flexible plastic pouches and concentrated refills in Turkish home care packaging

The 3,000g flexible plastic pack is popular for dry dog food in Turkey's pet food market

PACKAGING LEGISLATION

Nationwide Deposit Return System driving circular packaging

Rising GEKAP fees reshaping packaging strategies

EU-style approval of recycled plastics catalysing rPET investment

RECYCLING AND THE ENVIRONMENT

Zero waste movement scaling nationwide

Turkey's national circular economy strategy and action plan (UDESEP)

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