



Hot Drinks Packaging in Turkey

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Flexible plastic continues to dominate, but glass sees rising popularity in hot drinks packaging in Turkey

Turkish consumers embrace sustainable packaging and smarter solutions

Packaging trends in tea are shaped by health focus and cultural traditions

PROSPECTS AND OPPORTUNITIES

Convenience likely to remain a key driver of packaging formats

Coffee packaging set to evolve, with a focus on freshness and sustainability

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Hot 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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