



Home Care Packaging in Saudi Arabia

July 2024

Table of Contents

Home Care Packaging in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home care packaging on the rise again in 2023 after the decline seen in 2022

Leading pack type metal aerosol cans continues gaining share in home insecticides

Folding cartons remain the most popular pack type in home care due to their convenience

PROSPECTS AND OPPORTUNITIES

Other plastic jars to gain share in laundry care over the forecast period

Eco-friendly packaging and formulations to continue gaining in importance

Home Care Packaging in Saudi Arabia - Company Profiles

Packaging Industry in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic remains the dominant pack type for processed meat owing to convenience considerations

Smaller pack sizes see growth in soft drinks due to high excise on sugar content

Glass bottles continue to dominate due to limited product offerings and strict regulatory environment

Small pack sizes continue to dominate bath and shower packaging, aligning with modern lifestyles

Folding cartons remain the most popular pack type in home care due to practicality considerations

PACKAGING LEGISLATION

The Saudi Standards, Metrology and Quality Organisation introduces a new technical packaging regulation

RECYCLING AND THE ENVIRONMENT

Saudi Investment Recycling Company introduces new initiatives to enhance waste management in Saudi Arabia

Table 1 - Overview of Packaging Recycling and Recovery in Saudi Arabia: 2021/2022 and Targets for 2023

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-packaging-in-saudi-arabia/report.