



Euromonitor
International

Alcoholic Drinks Packaging in Saudi Arabia

September 2024

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Alcoholic Drinks Packaging in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles continues to dominate, due to limited product offering and strict regulatory environment

Metal beverage cans grows in popularity as a pack type for non alcoholic beer owing to convenience and protective properties

Alcoholic drinks packaging in Saudi Arabia still limited to 330ml, 355ml, and 500ml

PROSPECTS AND OPPORTUNITIES

Alcoholic drinks packaging volumes expected to grow as the country relaxes alcohol regulations

Smaller pack sizes expected to grow in popularity for non alcoholic beer, owing to consumer preference

Alcoholic Drinks 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

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