

Alcoholic Drinks Packaging in Saudi Arabia

September 2023

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Alcoholic Drinks Packaging in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Alcoholic drinks packaging seeing positive growth in both the foodservice and retail channels in 2022

Glass bottles dominate non-alcoholic beer packaging in Saudi Arabia

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

PROSPECTS AND OPPORTUNITIES

In-bound tourism to boost volume sales of no-alcohol beverages

New non-alcoholic offerings could bring new pack types

Alcoholic Drinks Packaging in Saudi Arabia - Company Profiles

Packaging Industry in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Shrinkflation remained a trend within the confectionery industry in 2022

Metal beverage cans gain ground in soft drinks packaging in 2022

Small pack sizes remain popular within non-alcoholic beer

Sustainable packaging gaining traction in beauty and personal care in 2022

Falling demand for home care products in 2022 affecting usage of folding cartons

PACKAGING LEGISLATION

Saudi Arabia sets ambitious targets to tackle waste management crisis by 2030

RECYCLING AND THE ENVIRONMENT

Beauty brands are embracing sustainable packaging in Saudi Arabia

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