

Sweet Spreads Packaging in Saudi Arabia

October 2023

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Sweet Spreads Packaging in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Glass jars dominate sweet spreads packaging but PET bottles gain share

Small and mid-sized packs are most popular in sweet spreads in line with moderation and health concerns

Squeezable tubes emerge in sweet spreads in Saudi Arabia

PROSPECTS AND OPPORTUNITIES

Busy lifestyles to drive up demand for convenient breakfast options, positively impacting sweet spreads packaging PET bottles to increasingly gain share in honey packaging

Sweet Spreads Packaging in Saudi Arabia - Company Profiles

Packaging Industry in Saudi Arabia - Industry Overview

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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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