

# **Confectionery Packaging in Saudi Arabia**

October 2023

**Table of Contents** 

### Confectionery Packaging in Saudi Arabia - Category analysis

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Confectionery packaging volumes return to growth Shrinkflation and health concerns trigger growth of smaller pack sizes in chocolate confectionery Sustainability drives packaging innovation in confectionery

#### PROSPECTS AND OPPORTUNITIES

Flexible plastic will continue to lead confectionery packaging in Saudi Arabia Plastic pouches to record dynamic growth over the forecast period

#### Confectionery 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/confectionery-packaging-in-saudiarabia/report.