

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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