Euromonitor International

Processed Meat, Seafood and Alternatives To Meat Packaging in Saudi Arabia

September 2026

Processed Meat, Seafood and Alternatives To Meat Packaging in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Localisation lifts a can-led protein aisle, as Almarai's diversification drives chilled and frozen flexible formats

INDUSTRY PERFORMANCE

Cans and pouches sustain a protein aisle reshaped by localisation
Almarai's protein localisation and frozen-format expansion
Flexible vacuum packs and smaller portions gain on convenience

WHAT'S NEXT?

Flexible and fibre formats drive measured growth
Smaller packs and premium frozen lines open new opportunities

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Processed Meat, Seafood and Alternatives To Meat Packaging in Saudi Arabia - Company Profiles

Packaging Industry in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2025: the big picture
2025 key trends
Sustainability, lightweighting and portion control shape 2025 food packaging
Convenience and premiumisation drive pet food packaging innovation
PET and recyclability shape soft drinks packaging as glass remains dominant in non-alcoholic drinks

PACKAGING LEGISLATION

Saudi Arabia shifts toward more comprehensive packaging legislation
MEWA introduces new packaging and labelling rules for fresh produce
The Waste Management Law and circular packaging committee advance EPR preparations

RECYCLING AND THE ENVIRONMENT

Saudi Arabia's recycling rates are low by international standards
Recycling capacity expands under SIRC and the petrochemical sector
Vision 2030 and the circular-economy agenda raise landfill-diversion targets

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- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-packaging-in-saudi-arabia/report.