

Processed Meat and Seafood Packaging in Saudi Arabia

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience trends and increase in female workforce drive volume sales in processed meat and seafood

Metal food cans dominate packaging volume sales due to strength in shelf stable seafood

Mid-sized packs dominate share of frozen processed meat and seafood

PROSPECTS AND OPPORTUNITIES

Niche of meat and seafood substitutes including tofu expected to offer further growth potential for packaging

Shelf stable seafood packaging likely to see greater exploration of alternative formats to metal food cans

Processed Meat and Seafood 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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