

# Beauty and Personal Care Packaging in Saudi Arabia

June 2023

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## Beauty and Personal Care Packaging in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Clean beauty trend also results in eco-friendly packaging  
Cardboard tube packaging rides sustainability trend in beauty and personal care  
New sustainability benchmarks in shampoo packaging

#### PROSPECTS AND OPPORTUNITIES

Saudi Arabian government's aims of cutting plastic waste result in action by industry players  
Oral care packaging to see positive unit volume growth over the forecast period

## Beauty and Personal Care 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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