



**Euromonitor
International**

Baby Food Packaging in Saudi Arabia

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A metal-tin formula category dips on demographics as premium NAN keeps the tin central

INDUSTRY PERFORMANCE

A formula-led category dips on demographics and larger packs

Premium formula innovation keeps the tin central

Pouches and glass diverge at the convenience and premium ends

WHAT'S NEXT?

A broadly flat market led by pouches and premium cues

Demographics, working parents, and safety set the agenda

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