



**Euromonitor
International**

Meals and Soups Packaging in Saudi Arabia

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Instant-soup sachets drive growth in a flexible-led category

INDUSTRY PERFORMANCE

A flexible-led category grows on convenience and urban lifestyles

Brands extend instant-soup sachets and microwaveable pots

Paper-based containers shows the strongest growth

WHAT'S NEXT?

Rigid plastic and fibre lead balanced growth

Convenience, premiumisation, and value reshape pack sizes

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/meals-and-soups-packaging-in-saudi-arabia/report.