



Euromonitor  
International

# Confectionery Packaging in Saudi Arabia

July 2024

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## Confectionery Packaging in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth of smaller pack sizes in chocolate confectionery as a result of health concerns and shrinkflation

Flexible plastic leads confectionery packaging in Saudi Arabia

Folding cartons increasingly used for packaging boxed assortments

#### PROSPECTS AND OPPORTUNITIES

Folding cartons expected to grow in gum packaging

250g pack size expected to further its lead in boxed assortments

## Confectionery Packaging in Saudi Arabia - Company Profiles

## Packaging Industry in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic remains the dominant pack type for processed meat owing to convenience considerations

Smaller pack sizes see growth in soft drinks due to high excise on sugar content

Glass bottles continue to dominate due to limited product offerings and strict regulatory environment

Small pack sizes continue to dominate bath and shower packaging, aligning with modern lifestyles

Folding cartons remain the most popular pack type in home care due to practicality considerations

### PACKAGING LEGISLATION

The Saudi Standards, Metrology and Quality Organisation introduces a new technical packaging regulation

### RECYCLING AND THE ENVIRONMENT

Saudi Investment Recycling Company introduces new initiatives to enhance waste management in Saudi Arabia

Table 1 - Overview of Packaging Recycling and Recovery in Saudi Arabia: 2021/2022 and Targets for 2023

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/confectionery-packaging-in-saudi-arabia/report](https://www.euromonitor.com/confectionery-packaging-in-saudi-arabia/report).