



Confectionery Packaging in Saudi Arabia

July 2024

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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

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