



Euromonitor
International

Processed Meat and Seafood Packaging in Saudi Arabia

July 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic remains the leading pack type for processed meat

Metal food cans is the only notable pack type for shelf stable meat and seafood

Mid-sized packs between 200g and 300g lead frozen meat and seafood and chilled processed meat

PROSPECTS AND OPPORTUNITIES

50g pack size expected to rise in shelf stable seafood packaging

450g and 600g pack sizes expected to see share growth in frozen processed meat

Processed Meat and Seafood 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

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