



# Beauty and Personal Care Packaging in the United Arab Emirates

June 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Continued growth in hair care boosts the usage of HDPE bottles  
Anomaly Haircare introduces recycled packaging  
200ml most popular size in skin care thanks to being convenient and compact

### PROSPECTS AND OPPORTUNITIES

Increased hygiene awareness triggering a shift from bar to liquid soap  
Squeezable plastic tubes to register robust forecast period growth

## Beauty and Personal Care Packaging in the United Arab Emirates - Company Profiles

## Packaging Industry in the United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
PET bottles gain share in dairy packaging in 2022  
Agthia launches Al Ain Water bottles made from 100% recyclable material  
Mijenta tequila launches with sustainability at the core of its brand image  
The 200ml pack is a popular size in skin care thanks to being convenient and compact  
HDPE and PET bottles remain popular as surface care pack types

### PACKAGING LEGISLATION

United Arab Emirates announces programme to ban single-use plastic as it strives for carbon neutrality by 2050  
United Arab Emirates releases executive regulations for consumer protection law  
United Arab Emirates to introduce mandatory traffic light food labelling system in 2024

### RECYCLING AND THE ENVIRONMENT

United Arab Emirates launches circular packaging association to advance sustainability  
United Arab Emirates takes bold steps towards plastic waste reduction and recycling  
United Arab Emirates plans to transform itself into a global recycling hub with sustainable plastic initiatives

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

