

# Sweet Spreads Packaging in Saudi Arabia

October 2023

Table of Contents

## Sweet Spreads Packaging in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Glass jars dominate sweet spreads packaging but PET bottles gain share

Small and mid-sized packs are most popular in sweet spreads in line with moderation and health concerns

Squeezable tubes emerge in sweet spreads in Saudi Arabia

#### PROSPECTS AND OPPORTUNITIES

Busy lifestyles to drive up demand for convenient breakfast options, positively impacting sweet spreads packaging

PET bottles to increasingly gain share in honey packaging

## Sweet Spreads Packaging in Saudi Arabia - Company Profiles

## Packaging Industry in Saudi Arabia - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Shrinkflation remained a trend within the confectionery industry in 2022

Metal beverage cans gain ground in soft drinks packaging in 2022

Small pack sizes remain popular within non-alcoholic beer

Sustainable packaging gaining traction in beauty and personal care in 2022

Falling demand for home care products in 2022 affecting usage of folding cartons

### PACKAGING LEGISLATION

Saudi Arabia sets ambitious targets to tackle waste management crisis by 2030

### RECYCLING AND THE ENVIRONMENT

Beauty brands are embracing sustainable packaging in Saudi Arabia

## 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.

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