



# Soft Drinks Packaging in the United Arab Emirates

July 2025

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## Soft Drinks Packaging in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Soft drinks packaging in the United Arab Emirates continues to grow in 2024, driven by a rebound in tourism

PET recycling and recycled content gain momentum in soft drinks packaging in 2024

Soft drinks packaging continues to see innovations focused on sustainability and efficiency

#### PROSPECTS AND OPPORTUNITIES

Soft drinks packaging in the United Arab Emirates expected to see growth due to rising tourism demand and sustainability initiatives

Usage of recycled PET in soft drinks packaging set to rise owing to growth in the recycling infrastructure and deposit-return schemes

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## Soft Drinks Packaging in the United Arab Emirates - Company Profiles

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

### EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Americana's compostable trays and Ferrero's mini packs reshape United Arab Emirates food packaging

Coca-Cola's rPET bottles and Alpro's cartons drive United Arab Emirates beverage sustainability

Heineken's canned beer and Diageo's lightweight bottles redefine United Arab Emirates alcohol packaging

Dove's refill pods and The Body Shop's solid bars lead United Arab Emirates beauty sustainability

OMO's refill stations and compact sachets transform United Arab Emirates home care packaging

Royal Canin's recyclable pouches set the tone for United Arab Emirates pet food packaging

### PACKAGING LEGISLATION

Dubai's single-use bag ban pushes retailers towards reusable solutions

United Arab Emirates climate law accelerates refill and lightweight packaging adoption

### RECYCLING AND THE ENVIRONMENT

Reverse vending pilots pave the way for United Arab Emirates Deposit Return Schemes

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