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International

Home Care Packaging in the United Arab Emirates

October 2025

Home Care Packaging in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Total home care packaging volumes decline, driven by economic pressures
Value-driven large pack sizes are gaining traction, driven by cost-per-wash savings
HDPE bottles lead home care packaging in the United Arab Emirates thanks to their durability

PROSPECTS AND OPPORTUNITIES

Volume growth to be fuelled by growing population and urban development
PET bottles are expected to grow steadily, driven by demand in key categories

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Home Care 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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