



Euromonitor
International

Home Care Packaging in Saudi Arabia

October 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Falling laundry care volumes negatively impact the overall Saudi Arabian home care packaging market
Innovative rigid packs highlight how functionality and protection are driving packaging upgrades in Saudi Arabia’s home care market
HDPE bottles popular for their durability and convenience

PROSPECTS AND OPPORTUNITIES

Total home care packaging to see strong growth thanks to rising household penetration and urbanisation
PET bottles a popular pack type for liquid-based home care solutions thanks to their functionality and sustainability

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EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Sustainability and portion control shaping 2024 food packaging trends
Growing rPET adoption and paper-based alternatives reshaping non-alcoholic drinks packaging
Metal cans gain share as cost pressures and regulations reshape alcoholic drinks packaging in 2024
Manufacturing growth, innovation and regulatory reforms driving Saudi Arabia’s beauty and personal care packaging expansion
Product concentration, innovation and material shifts influencing Saudi Arabia’s home care packaging landscape
Evolving consumer needs and portion control influencing Saudi Arabia’s pet food packaging

PACKAGING LEGISLATION

SASO issues draft technical regulation on packaging in Saudi Arabia
MEWA introduces new packaging and labelling rules for fresh produce
National circular packaging committee advances EPR preparations

RECYCLING AND THE ENVIRONMENT

Saudi Investment Recycling Company advances circular economy initiatives in 2025
Table 1 - Overview of Packaging Recycling and Recovery in Saudi Arabia: 2022/2023 and Targets for 2024

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