



**Euromonitor
International**

Beauty and Personal Care Packaging in Saudi Arabia

October 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Industrial expansion and regulatory updates help drive packaging unit volume growth in Saudi Arabia
Airless PET packaging gains traction in Saudi Arabia due to sustainability and e-commerce demands
Regulatory, clarity and compact tube formats reshaping Saudi Arabia's beauty and personal care packaging landscape

PROSPECTS AND OPPORTUNITIES

Packaging volumes set to grow as Saudi Arabia strengthens its role in regional beauty and personal care manufacturing
Rising demand and material constraints may challenge Saudi Arabia's beauty and personal care packaging supply chain

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Beauty and Personal Care Packaging in Saudi Arabia - Company Profiles

Packaging Industry in Saudi Arabia - Industry Overview

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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-saudi-arabia/report.