



Euromonitor
International

Alcoholic Drinks Packaging in Saudi Arabia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Gradual liberalisation drives uptick in alcoholic drinks packaging in Saudi Arabia
- Glass bottles lead alcoholic drinks packaging in Saudi Arabia
- Sophisticated packaging trends for non-alcoholic wine alternatives in Saudi Arabia

PROSPECTS AND OPPORTUNITIES

- Rising alcohol packaging demand expected as Saudi Arabia eases ban in tourism zones
- The dominance of 330ml packaging in Saudi Arabia's alcoholic drinks market

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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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