



**Euromonitor
International**

Sweet Spreads Packaging in Saudi Arabia

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in packaging volumes for sweet spreads driven by busy lifestyles, a youthful population, and demand for convenience
Despite the rise of other pack types, glass jars maintains its dominance for packaging sweet spreads
A move away from metal tins in sweet spreads

PROSPECTS AND OPPORTUNITIES

Youth population, e-commerce, and health trends to drive growth in sweet spreads packaging volumes
Evolving consumer preferences to drive innovation in sweet spreads packaging

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