



Euromonitor  
International

# Home Care Packaging in Saudi Arabia

October 2025

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-care-packaging-in-saudi-arabia/report](http://www.euromonitor.com/home-care-packaging-in-saudi-arabia/report).