



**Euromonitor
International**

Processed Meat and Seafood Packaging in Saudi Arabia

September 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Flexible plastic drives growth in processed meat and seafood packaging volumes in 2024
- Shift toward sustainable packaging materials in response to environmental concerns
- Bulk pack sizes see growth in packaging volumes in processed meat and seafood, offering cost efficiencies

PROSPECTS AND OPPORTUNITIES

- Processed meat and seafood packaging will grow due to urbanisation and changing consumer tastes
- Smaller pack sizes in processed meat and seafood set to grow due to convenience, health, freshness, and affordability

DISCLAIMER

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/processed-meat-and-seafood-packaging-in-saudi-arabia/report.