



**Euromonitor
International**

Meals and Soups Packaging in Saudi Arabia

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ready meal trays and plastic pouches lead packaging growth within meals and soups
Packaging trends differ within ready meals and soup
Innovations in packaging machinery are transforming meals and soups

PROSPECTS AND OPPORTUNITIES

Urbanisation and lifestyle shifts set to drive growth in meals and soups packaging
Convenience and sustainability to drive innovation in meals and soups 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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