

Beauty and Personal Care Packaging in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for essentials drives growth, while brands trial bio-based and metal refill packaging
Sustainability drives innovation as Novu Rituals adopts refillable packaging
Smaller and durable pack types gain traction as consumers prioritise convenience and sustainability

PROSPECTS AND OPPORTUNITIES

Growth outlook supported by essential categories and adoption of durable packs Premiumisation and sustainable glass innovations drive packaging shift

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-packaging-in-the-united-arab-emirates/report.