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International

Beauty and Personal Care Packaging in the United Arab Emirates

October 2025

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

DISCLAIMER

Beauty and Personal Care Packaging in the United Arab Emirates - Company Profiles

Packaging Industry in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends

Americana's compostable trays and Ferrero's mini packs reshape United Arab Emirates food packaging
Coca-Cola's rPET bottles and Alpro's cartons drive United Arab Emirates beverage sustainability
Heineken's canned beer and Diageo's lightweight bottles redefine United Arab Emirates alcohol packaging
Dove's refill pods and The Body Shop's solid bars lead United Arab Emirates beauty sustainability
OMO's refill stations and compact sachets transform United Arab Emirates home care packaging
Royal Canin's recyclable pouches set the tone for United Arab Emirates pet food packaging

PACKAGING LEGISLATION

Dubai's single-use bag ban pushes retailers towards reusable solutions
United Arab Emirates climate law accelerates refill and lightweight packaging adoption

RECYCLING AND THE ENVIRONMENT

Reverse vending pilots pave the way for United Arab Emirates Deposit Return Schemes

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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.