

Home Care Packaging in Saudi Arabia

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Table of Contents

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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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