



Processed Meat and Seafood Packaging in Saudi Arabia

September 2025

Processed Meat and Seafood Packaging in Saudi Arabia - Category analysis

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

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Processed Meat and Seafood Packaging in Saudi Arabia - Company Profiles

Packaging Industry in Saudi Arabia - Industry Overview

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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