

## **Middle East Package Testing Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The Middle East Package Testing market is expected to register a CAGR of 4.97% over the forecast period. Packaging companies providing their solutions to the e-commerce sector are expected to witness more substantial growth in the region as buying habits evolve into longer-term behaviour changes. With the closure of considerable physical retail stores during the lockdown, online orders are booming as retailers attempt to keep sales going. The need for e-commerce-specific packaging is strong as a result. Furthermore, the Russia-Ukraine war has impacted the overall ecosystem of the Middle East Package Testing market.

### **Key Highlights**

Packaging plays an essential part in the assurance of the integrity and quality of the product. Products are being sourced and shipped worldwide to meet consumer demand globally. For instance, Globalization has increased owing to trade liberalization, improvements in transport infrastructure & communication technologies, and the growth of multinational companies in the food retail sector. This has boosted international trade in perishable foods such as dairy & frozen desserts, fruits & vegetables, meat, fish and seafood, and bakery & confectionery products.

The packaging of consumable products has witnessed a drastic transformation over the past few decades, focusing on enhancing the shelf life to reduce the costs associated with damaged goods. This emphasis has created a robust demand for effective package testing in the package testing market.

Moreover, with the evolving nature of the packaging industry, government regulations are also becoming more stringent. Also, the need to comply with packaging standards, such as International Safe Transit Association (ISTA) and International Organization for Standardization (ISO), has further promoted the adoption of testing across various industry verticals in the Middle East.

Also, there's a significant drawback in specific tests that attempt to capture drop height data. Unlike temperature, vibration, and humidity, which can be measured continuously, free-fall drops happen infrequently. Also, the vast majority of studies utilize dummy packages, meaning the test package is a specific size and weight box, but there's nothing to break on the inside, such as

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the actual products being shipped.

## MEA Package Testing Market Trends

### Paper and Paperboard is One of the Factor Driving the Market

The region has a high rate of packaged food and beverage consumption, owing to rapid urbanization and an increasing number of tourists that often prefer safer processed foods. Furthermore, with the growing number of single households requiring more takeaway and delivery food services, the market requirement in the food service sector has been reshaped, driving the growth of the studied market in the country.

The growth of the pharmaceutical industry would further drive the demand for corrugated packaging in the region. Over the years, the government has introduced numerous reforms to boost the pharmaceutical sector in the area.

Therefore, it increases the demand for slotted corrugated boxes to ship pharmaceutical products in bulk. A slotted tube is made from one piece corrugated with all flaps of the same length, and the two outer flaps are one-half the container's width. Hence, the two longest flaps meet in the box's centre when folded.

In the region, vendors offer various types of the slotted box with the difference in dimensions of inner and outer flaps; some of them are half slotted containers, overlap slotted containers, full overlap slotted containers, center special slotted containers, center special overlap slotted containers, and center special full overlap slotted container.

### Beverage Industry is Observing a Significant Increase

Consumers are becoming increasingly conscious of health and wellness. From juice in the morning to energy drinks, consumers spend more on products that provide refreshments and wellness. This factor has boosted the demand for cost-effective package testing solutions in the beverage segment.

Spouted stand-up pouches are increasingly being deployed for liquid packaging products, as they stand up easily on store shelves for more effective and efficient display. ?

Consumers prefer plastics for beverage packaging, as plastic packages are lightweight and are more comfortable to handle. The major manufacturers prefer to use plastic packaging solutions, as the cost of production is significantly lower.

Due to stringent government restrictions on using non-biodegradable plastics, the companies are restricted from using other non-environment-friendly packaging materials. These products limit the profit due to higher costs and ultimately affect the beverage packaging market.

## MEA Package Testing Market Competitor Analysis

The Middle East Package Testing market is moderately consolidated, with a few major companies like DDL, Inc., Intertek Group Plc, SGS SA, Bureau Veritas SA, Eurofins Scientific SE. The companies continuously invest in strategic partnerships and product developments to gain more market share.

July 2022 - For Bureau Veritas SA, the revenue in the first half of 2022, Business in Asia Pacific (30% of revenue; up 1.9% organically) was impacted by the lockdown measures in China (concentrated in Q2) while double-digit growth was delivered in Southern Asia (led by India) and high single-digit growth in Australia. Finally, Africa and the Middle East (9% of revenue) strongly outperformed the rest of the Group with organic revenue growth of 12.3%, essentially driven by Buildings & Infrastructure, and

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energy projects in the Middle East.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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