

## **Soft Drinks Packaging in Saudi Arabia**

Market Direction | 2023-04-03 | 8 pages | Euromonitor

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### **Report description:**

Soft drinks, especially carbonates, have been coming under scrutiny as being among the root causes of obesity in Saudi Arabia. The Saudi Arabian government therefore banned soft drinks with a high sugar content in schools and increased the sugar tax to try and help tackle this problem. In spite of this, the sales of both cola and non-cola carbonates recorded positive growth in 2022, benefiting their primary pack types of PET bottles and metal beverage cans. Metal beverage cans saw particularly s...

Euromonitor International's Soft Drinks Packaging in Saudi Arabia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Soft Drinks Packaging market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

February 2024

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Coca-Cola cans with foil overlids

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