

Beauty and Personal Care Packaging in Saudi Arabia

Market Direction | 2024-08-08 | 8 pages | Euromonitor

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Report description:

HDPE bottles, which are the most popular pack type for hair care in Saudi Arabia, continued to record unit volume growth in 2023. HDPE bottles have a high strength-to-density ratio, making them durable and therefore easy to transport, store and handle. They are resistant to most chemicals found in hair care products, which helps in preventing degradation of the product inside and increases its shelf life.

Euromonitor International's Beauty and Personal Care Packaging in Saudi Arabia report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care 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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BEAUTY AND PERSONAL CARE PACKAGING IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

HDPE bottles remain the most popular pack type in hair care due to their convenience and affordability

Mid-sized packs popular in bath and shower and sun care

Squeezable plastic tubes dominate oral care packaging

PROSPECTS AND OPPORTUNITIES

Flexible paper to gain share in bath and shower as awareness about sustainability increases

Glass bottles to see strong growth in moisturisers and treatments due to the increasing demand for premium products

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