

Soft Drinks Packaging in Saudi Arabia

Market Direction | 2024-04-22 | 9 pages | Euromonitor

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Report description:

The introduction of the excise tax on sugar-sweetened beverages in Saudi Arabia, which came into force on 1 December 2019, has had a notable influence on beverage companies' packaging strategies, particularly evident in the sizes of packs utilised by brand owners. Major carbonates brands have shifted towards smaller pack sizes. Specifically, pack sizes like 250ml and 330ml bottles are catering to immediate consumption needs and have been benefiting from this tax. While measures such as sugar tax...

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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SOFT DRINKS PACKAGING IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Saudi Arabia's high excise on sugar boosts small pack sizes in carbonates

PET bottles lead soft drinks packaging in Saudi Arabia

Brands shift to 100% rPET packaging as they look to embrace sustainability

PROSPECTS AND OPPORTUNITIES

Players will continue to focus on sustainability

QR codes drive growth for PET bottles in bottled water

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