

Middle East And Africa Cosmetic Packaging - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Middle East And Africa Cosmetic Packaging Market size is worth USD 1.62 Billion in 2025, growing at an 4.49% CAGR and is forecast to hit USD 2.02 Billion by 2030.

Key Highlights

- The cosmetic packaging market is driven by the proliferation in demand for cosmetic products, primarily due to increasing spending powers in the region, including Saudi Arabia and the United Arab Emirates. Additionally, certain factors, such as the young population, increasing product availability, and increasing consumer awareness in the countries, are expected to play a significant role in the market's growth.
- Cosmetic packaging encompasses a range of products, including glass refillable jars, plastic bottles and jars, and flexible plastic pouches. These packaging solutions protect cosmetic products, maintain their quality, and enhance their shelf appeal. The choice of packaging material often depends on the type of cosmetic product, its shelf life, and the brand's sustainability goals.
- Saudi Arabia has one of the highest rates of cosmetics consumption in the Middle East and Africa, dominating the consumption of skin and hair care products. Saudi Arabian consumers are inclined to spend large sums on appearance, which is expected to supplement the cosmetic industry, increasing the demand for cosmetic packaging in the region.
- The rising adoption of cosmetics due to the increase in disposable income in the region is further expected to stimulate the products' aesthetic value. Also, the penetration of social media and e-commerce websites is increasing in the country proliferating the demand for cosmetic products, hence, resulting in the adoption of cosmetic packaging products. As per the annual report by L'Oreal, the company experienced excellent growth over the religious holidays in the Gulf States in the first half of 2023. Also, the company saw double-digit growth in Sub-Saharan Africa.
- Moreover, the Environment Agency of Abu Dhabi (EAD), the largest environmental regulator in the Middle East, announced that it aims to eliminate avoidable single-use plastic usage of non-plastic materials by fostering a culture of recycling and re-use. These

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initiatives by the government are expected to affect the market significantly. The recent initiatives led by multiple companies coupled with the increasing government political commitments and investments aligning with the initiative such as Saudi Vision 2030 are expected to drive the market.

- Packaging is one of the primary sources of plastic waste. The plastic waste problem in the region is a major environmental issue related to plastic pollution and safe disposal. Despite efforts to use alternative materials and recent developments in biodegradable plastics, the situation still needs improvement.

Middle East And Africa Cosmetic Packaging Market Trends

Skincare Segment Drives Demand for Packaging Products

- The growing concern among consumers about sustainability forces product and packaging manufacturers to offer environmentally friendly products. Cosmetic packaging manufacturers are trying to cater to the environmentally conscious consumer by developing and offering innovative packaging solutions. Also, packaging manufacturers are focusing on establishing recycling facilities to reduce their carbon footprints.
- Beauty brand launches are rising across Africa and the Middle East. In March 2024, Nykaa, a prominent Indian beauty retailer, debuted its first beauty retail outlet, Nysaa, in Dubai. This significant move was made possible through a strategic partnership with the renowned Apparel Group, a leading Gulf Cooperation Council (GCC) retail giant. Nykaa has ambitious plans, eyeing 70 stores in the GCC over the next five years, with a target of securing a 7% share in the GCC's prestigious beauty market.
- The surge in beauty product launches has also driven demand for cosmetics packaging, including plastic bottles and containers, glass jars, and other primary and secondary packaging solutions. This trend underscores the importance of innovative and sustainable packaging in meeting consumer preferences and regulatory standards.
- Companies are increasingly focusing on eco-friendly materials and designs to appeal to environmentally conscious consumers. Additionally, advancements in packaging technology are enhancing product shelf life and safety, further boosting market growth. The packaging sector is thus poised to play a crucial role in the evolving beauty landscape of the Middle East and Africa.
- As reported in a January 2024 article by Signifyd, online beauty and cosmetics sales in the EMEA (Europe, Middle East, and Africa) experienced fluctuating Month-on-Month growth from June to November 2023. Starting at 5% in June, the YoY sales growth peaked at an impressive 52% in September. This surge in online sales has also driven demand for innovative and sustainable cosmetics packaging, as brands seek to enhance the consumer experience and meet environmental standards.

Saudi Arabia to Register Significant Market Growth

- Saudi Arabia is the largest market for cosmetic products in the Middle East and Africa, owing to the increasing spending power and ability of women in the region. Saudi Arabian women spend heavily on makeup and skin care products to boost their attractiveness, desirability, and self-confidence.
- The demand for natural and ethical products is rising in Saudi Arabia, with a notable trend towards "clean beauty" across various categories. Brands like ROEN and Glow Recipe are meeting this demand, providing vegan and cruelty-free offerings that prioritize sustainable ingredients and eco-friendly packaging. While grocery retailers and health and beauty specialists have traditionally dominated domestic distribution, the region is witnessing a gradual shift towards omnichannel retail.
- In July 2024, Henkel, a prominent player in industrial and consumer products, inaugurated a state-of-the-art beauty care production facility in Riyadh. This facility manufactures a diverse array of products under the Pert brand, such as shampoos, conditioners, and other specialized items, catering to the rising demand for premium personal care products in the Middle East.
- Furthermore, This move marks a significant advancement for Henkel's Consumer Brands division with focus on bolstering its

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presence in Saudi Arabia and the wider region, highlighting the company's focus on local production and sustainable business practices.

- In 2023, Saudi Arabia exported beauty products worth USD 2.745 million to various countries, including Djibouti, Italy, Germany, Jordan, and Bahrain, as reported by ITC Trade Map. Additionally, Saudi Arabia imported beauty products valued at USD 511.01 million from nations such as Germany, the Netherlands, Italy, France, the United States, and the United Kingdom. This significant trade activity impacts cosmetics sales in the region, driving demand for diverse and high-quality products.

- Consequently, the cosmetics packaging market also experiences growth, as manufacturers seek innovative and attractive packaging solutions to cater to consumer preferences. The increase in imports introduces new brands and products, further stimulating competition and packaging advancements. Overall, the dynamic trade environment fosters both the cosmetics and packaging industries in Saudi Arabia.

Middle East And Africa Cosmetic Packaging Industry Overview

The Middle East and Africa cosmetic packaging market is semi-consolidated. Several global and regional players, such as Amcor Group, Aptar Group, Inc., Berry Global Inc., and others, view the region as a lucrative opportunity to launch their products and expand their market presence. In contrast, legacy brands are engaged in reinventing their packaging methods to renew their products and increase their value.

Further, with growing disposable income enabling higher spending on cosmetic products in the region, luxury brands are focusing on product packaging, which is the primary factor driving sales of luxury products.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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