

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

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Report description:

The Middle East And Africa Personal Care Packaging Market size is worth USD 1.21 Billion in 2025, growing at an 4.89% CAGR and is forecast to hit USD 1.53 Billion by 2030.

Key Highlights

- The increasing demand for personal care products drives the growth of the personal care packaging market in the Middle East. Manufacturers support this growth by providing expertise, scalability, regulatory compliance, cost-effectiveness, and innovation capabilities. As consumer preferences evolve, packaging plays a crucial role in meeting brands' diverse needs and ensuring the efficient production of personal care products.
- The personal care industry in the Middle East has experienced significant expansion in recent years, driven by rising disposable incomes, changing lifestyles, and increased awareness of personal hygiene and grooming. This has led to a surge in demand for a wide range of personal care products, including skincare, haircare, and cosmetics. Consequently, the packaging industry has had to adapt and innovate to meet the specific requirements of these products, such as protection from environmental factors, ease of use, and aesthetic appeal. Manufacturers in the region are investing in advanced technologies and sustainable materials to create packaging solutions that preserve product integrity and align with growing consumer preferences for eco-friendly options.
- Additionally, the rise of e-commerce in the personal care sector has further influenced packaging design, focusing on durability and tamper-evident features for safe shipping and delivery. Young customers in large cities spend more on skin care products with anti-aging and whitening advantages and natural and organic ingredients. Rising social consciousness drives young consumers to be more discerning about the products they use and consume.
- Millennials and Gen Z prefer to purchase products from brands with a clear purpose, actively considering the impact on the planet and the environment. The demand for socially conscious consumers leads to the rise in natural and organic personal care products and the need for sustainable practices in the supply chain-from sourcing and production to packaging.

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- Several Arab nations have shown significant potential for the personal care market due to their high domestic consumption in recent years. Key markets include Gulf countries such as Saudi Arabia and the United Arab Emirates and North African nations like Morocco and Tunisia. These countries have experienced rapid urbanization, rising disposable incomes, and changing consumer preferences, which have contributed to the growth of the personal care industry. Saudi Arabia, in particular, has seen a surge in demand for premium personal care products, driven by a young population and increasing beauty consciousness.
- The United Arab Emirates, with its diverse expatriate population and thriving tourism industry, offers a unique market for local and international personal care brands. In North Africa, Morocco and Tunisia have witnessed a growing interest in natural and organic personal care products, reflecting a global trend toward clean beauty. Expanding retail channels, including e-commerce platforms, has further facilitated market growth in these regions, making personal care products more accessible to a broader consumer base.
- Further, Saudi Arabia represents a key market for cosmetics in the MENA region. This market's growth is driven by increasing demand for natural, organic, herbal, and halal products and innovative and environment-friendly packaging. Saudi Arabian consumers demonstrate high engagement with beauty content, watching the highest number of beauty-related YouTube videos per capita globally. This audience is well-informed about product ingredients and current global trends in the cosmetics industry.
- The personal care packaging market in the region is limited by the high costs associated with research and development (R&D) and manufacturing new packaging solutions. These expenses pose significant barriers to market expansion and innovation in the personal care sector.
- Developing new packaging solutions requires substantial investment in R&D, including materials research, design processes, and prototype testing. Additionally, setting up or modifying manufacturing facilities to produce these new packaging solutions involves considerable capital expenditure. These high upfront costs can deter companies, especially smaller ones, from investing in innovative packaging technologies.

Middle East And Africa Personal Care Packaging Market Trends

Glass Segment to Hold Significant Market Share

- Glass packaging has gained popularity for storing liquid medicines, cosmetics, and perfumes across various industries. These containers are crafted from high-quality glass and feature a plastic dropper, distinguishing them from traditional medicine bottles. The dropper enables precise dispensing of liquids and minimizes waste. Using glass for these containers offers several advantages, including chemical inertness, transparency, and recyclability.
- Glass bottles are widely used for storing liquid medicines, skincare products, perfumes, and other applications requiring accurate dosage control. The pharmaceutical industry, in particular, benefits from glass packaging because it maintains product integrity and extends shelf life. The cosmetics and personal care industries also utilize glass bottles for premium products, leveraging their aesthetic appeal and perceived quality. The versatility of glass packaging and the functionality of droppers has led to its adoption in various niche markets, such as essential oils and aromatherapy products.
- The market for glass bottles is expected to grow significantly during the forecast period, driven by the increasing demand for natural fragrances over synthetic-based ingredients and the rising popularity of luxury perfumes. This trend has prompted companies to invest in innovative designs for perfume glass bottles, exploring unique shapes, textures, and embellishments to enhance product appeal. Perfume glass bottles are considered high-end luxury items due to their well-rounded shapes and excellent reflectivity, which contribute to the overall sensory experience of the fragrance.
- The UAE e-commerce market has experienced significant growth in recent years, driven by increasing internet penetration and smartphone usage. As of 2023, the personal care category in e-commerce in the United Arab Emirates held a market share of 19%. This substantial presence in the online retail space reflected changing consumer preferences and shopping habits. The region's 27% market share of personal care products has notably impacted the demand for glass packaging. This trend is attributed to the perceived premium quality and eco-friendly nature of glass containers, which align well with the preferences of

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consumers purchasing personal care items online. The rise in e-commerce sales for personal care products has consequently led to increased demand for innovative and attractive glass packaging solutions as brands seek to differentiate themselves in the competitive online marketplace.

- This shift toward refillable glass bottles addresses environmental concerns and offers consumers a more luxurious and long-lasting product experience. Perfume brands respond to this trend by introducing refill options for their popular fragrances, allowing customers to reuse their original bottles and reducing overall packaging waste. Additionally, using refillable glass bottles often results in cost savings for consumers in the long run, as refills are typically priced lower than purchasing a new bottle with the same amount of perfume.

United Arab Emirates is Expected to Hold a Major Market Share

- The United Arab Emirates exhibits a growing demand for cosmetics and personal care products, driven by its young, urbanizing, and fashion-conscious population. This trend is particularly evident in major cities like Dubai and Abu Dhabi, where consumers increasingly seek high-quality, premium beauty products.
- The country is emerging as a significant market for the Middle East's packaging industry, focusing on innovative and sustainable solutions. With its substantial consumer base and diverse industrial industries beyond oil and gas, the United Arab Emirates is experiencing a steady increase in demand for plastic packaging annually. This growth is further supported by the country's strategic location as a trade hub, attracting international brands and fostering a competitive retail environment.
- The United Arab Emirates is one of the Middle East's most significant and fastest-growing cosmetics markets. This growth is attributed to several factors, including the country's considerable population, high tourist activity, and ambition to become the regional hub for the cosmetics industry. Among 15 Muslim nations, the United Arab Emirates leads in market size for halal cosmetics and pharmaceuticals. The market is also witnessing two significant trends: the expanding importance of premium products and the emergence of hemp-based cosmetics. In a pioneering move, Dubai's administration has become the first in the Arab world to accredit hemp-based cosmetic products.
- The country has emerged as a leader in Middle Eastern e-commerce, driven by its tech-savvy population. The country's consistent growth in online shopping is attributed to increased digital adoption and growing confidence in online payment systems and mobile wallets. Key market factors include the expansion of e-commerce, the development of omnichannel strategies, and the increased use of biodegradable plastic packaging for online orders. Companies are implementing omnichannel distribution approaches, including online sales, to support e-commerce packaging growth.
- The country's e-commerce retail value has grown significantly, with the most substantial increase of USD 6,217 million in 2023, up from USD 5,112 million in 2021. Over the past decade, e-commerce sales have shown steady, near-linear growth. The top ten fastest-growing e-commerce categories in the country demonstrate the diverse range of products benefiting from online sales, particularly food and pet products. However, recreational items, fashion, and personal care remain the dominant e-commerce segments.
- The UAE retail e-commerce industry has experienced significant growth, prompting many brands and retailers to enhance their online presence. The country's e-commerce market includes local brands like Noon and international players like Amazon. This growth in e-commerce provides packaging opportunities throughout the region.
- Dubai is advancing its transformation into a global industrial and manufacturing hub, aiming to attract substantial investments across key industries. This initiative aligns with the Dubai Industrial Strategy 2030, which forecasts an additional USD 5 billion in industrial sector growth by 2030. As part of this development, Himalaya Wellness, a multinational manufacturer of medicines, herbal, and personal care products, plans to establish a factory in Dubai Industrial City, a major manufacturing center in the region. The project was expected to commence commercial production in the first quarter of 2024, potentially increasing demand for personal care packaging products in the country.

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Middle East And Africa Personal Care Packaging Industry Overview

The Middle East and Africa personal care packaging market is competitive because many players operate their businesses nationally and internationally. The fragmented market has significant players like Amcor Group GmbH, AptarGroup Inc., Berry Global, Silgan Holdings Inc., and Alpla Group.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumption and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Value Chain Analysis
- 4.3 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Buyers
 - 4.3.3 Threat of New Entrants
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Increasing Consumption of Personal Care Products With Growing Disposable Income
 - 5.1.2 Growing Focus on Innovative and Attractive Packaging
- 5.2 Market Restraints
 - 5.2.1 High Costs of R&D and Manufacturing of New Packaging Solution

6 MARKET SEGMENTATION

- 6.1 By Material Type
 - 6.1.1 Plastic
 - 6.1.2 Glass
 - 6.1.3 Metal
 - 6.1.4 Paper and Paperboard
- 6.2 By Packaging Type
 - 6.2.1 Plastic Bottles and Containers
 - 6.2.2 Glass Bottles and Containers
 - 6.2.3 Metal Containers

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- 6.2.4 Folding Cartons
- 6.2.5 Corrugated Boxes
- 6.2.6 Tube and Stick
- 6.2.7 Caps and Closures
- 6.2.8 Pump and Dispenser
- 6.2.9 Flexible Plastic Packaging
- 6.2.10 Other Packaging Types
- 6.3 By Product Type
 - 6.3.1 Oral Care
 - 6.3.2 Haircare
 - 6.3.3 Color Cosmetics
 - 6.3.4 Skincare
 - 6.3.5 Men's Grooming
 - 6.3.6 Deodorants
 - 6.3.7 Other Products Types
- 6.4 By Country
 - 6.4.1 United Arab Emirates
 - 6.4.2 Saudi Arabia
 - 6.4.3 South Africa

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
 - 7.1.1 Amcor Group GmbH
 - 7.1.2 AptarGroup Inc.
 - 7.1.3 Berry Global
 - 7.1.4 Silgan Holdings Inc.
 - 7.1.5 Alpla Group
 - 7.1.6 Huhtamaki Oyj
 - 7.1.7 Mondi PLC
 - 7.1.8 EPL Limited
 - 7.1.9 Innovative Group
 - 7.1.10 Sonoco Products Company

8 INVESTMENT ANALYSIS

9 FUTURE OUTLOOK

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