



Soft Drinks Packaging in Saudi Arabia

April 2024

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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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