



Beauty and Personal Care Packaging in Saudi Arabia

August 2024

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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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