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# GCC Flexible Packaging Market by Material (Plastic, LDPE, LDPE - Shrink, PA, CPP, PP, Others), End Use Industry (Food, Dry Food, Beverages, Dairy, Personal care, Pharmaceutical, Industrial, Other), Packaging Type (Stand-up Pouch, Films, Bag-in-Box, Others), Structure (Mono Layer, 2 Layers, 3 Layers, 4 Layers, 5 Layers, 6 Layers, 7 Layers, 8 Layers, 9 Layers, 10 Layers and Above), Country (Saudi Arabia, UAE, Rest Of GCC): Opportunity Analysis and Industry Forecast, 2026-2035

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## Abstracts

The GCC flexible packaging market was valued at SAR14,422.4 million in 2025 and is projected to reach SAR 26,103.8 million by 2035, growing at a CAGR of 6.2% from 2026 to 2035.

Flexible packaging refers to packaging made from easily adaptable materials such as plastic films, paper, and aluminum foil that can be molded into various shapes. It is widely used across industries due to its lightweight nature, cost efficiency, and ability to preserve product freshness and extend shelf life. Common applications include food and beverages, pharmaceuticals, personal care products, and household goods, where convenience, portability, and product protection are essential. In the GCC region, the flexible packaging market is gaining strong momentum, supported by rapid urbanization, evolving consumer preferences, and the expansion of retail and e-commerce sectors. Surge in demand for packaged and processed goods, along with increased focus on sustainability and innovative packaging solutions, is further driving the market's

development across industries.

Factors such as rise in demand for convenient, protective, and visually appealing packaging across food, beverage, pharmaceutical, and personal care industries drive the expansion of the GCC flexible packaging market. Rapid urbanization, shift in consumer lifestyles, and higher disposable incomes have increased reliance on packaged and ready-to-use products, strengthening the need for efficient packaging formats such as pouches, sachets, and resealable bags. These solutions offer durability, extended shelf life, and improved product safety while enabling easy transportation and storage. In addition, governments and industry stakeholders emphasize hygiene and contamination prevention, particularly in sensitive sectors, which further fosters industry growth. Sustainability is another major driver, with regional initiatives encouraging reduced material usage, lower carbon emissions, and recyclable packaging, prompting companies to innovate with lightweight, eco-friendly materials.

However, high initial investment required for advanced flexible packaging technologies restrains the growth of the market. Modern machinery involving multi-layer extrusion, high-speed printing, and precision sealing systems demands significant capital, making it challenging for small and medium-sized enterprises to adopt. Ongoing operational costs, including maintenance, skilled labor, and quality control, further add to the financial burden. In addition, flexible packaging has certain functional limitations in applications requiring high structural strength or superior barrier protection, such as specialized pharmaceuticals and chemicals.

On the other hand, advancements in smart packaging and sustainable material innovation offer significant opportunities for market growth. Integration of digital technologies such as QR codes, RFID, and NFC enables improved traceability, product authentication, and consumer engagement, particularly in regulated industries and e-commerce. At the same time, increasing environmental awareness is encouraging the development of recyclable, biodegradable, and high-performance films that balance durability with sustainability. Innovations in mono-material structures and advanced barrier films are supporting circular economy goals while maintaining packaging efficiency. These evolving capabilities are positioning flexible packaging as a future-ready solution, unlocking new growth avenues across diverse end-use industries in the GCC region. For instance, in 2022, Gulf East Paper and Plastic Industries LLC focused on product diversification and cost-efficient packaging solutions to expand its customer base across food and consumer goods sectors.

**Segment Review**

The GCC flexible packaging market is segmented into material, end-use industry, packaging type, structure, and country. On the basis of material, the market is divided between plastic, LDPE, LDPE – Shrink, PA, CPP, PP, and others. By end-use industry, the market is segregated into food, dry food, beverages, dairy, personal care, pharmaceutical, industrial, and others. On the basis of packaging type, the market is fragmented into stand-up pouches, films, bag-in-box, and others. By structure, the market is classified into monolayer, 2-layer, 3-layer, 4-layer, 5- layer, 6-layer, 7-layer, 8-layer, 9-layer, 10-layer & above and others. By country, it is analyzed across Saudi Arabia, UAE, and rest of GCC.

**Key Findings**

By?material,?the?LDPE?segment?holds?a substantial?share of?the?GCC flexible packaging market.

By?end-use industry, the?food?end user?segment?holds a dominant position.

By?packaging type,?the?films?segment?accounts?for the largest share in terms of revenue.

By?structure,?the?3-layer?structure?segment?accounts?for the largest market share.

By country,?Saudi Arabia?dominated the market in 2025.

**Competition Analysis**

The key players operating in the GCC flexible packaging market are Amber Packaging, Arabian Flexible Packaging LLC, Emirates Printing Press (L.L.C), ENPI Group, Gulf East Paper and Plastic Industries LLC, Hotpack Packaging Industries LLC, HUHTAMAKI, Napco National, Radiant Packaging Industry LLC, and Rotopack.

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