

# Alcoholic Drinks Packaging in Saudi Arabia

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## Abstracts

Non-alcoholic beer is the only alcoholic drinks category present in Saudi Arabia, as alcoholic drinks are banned under Islamic law. The COVID-19 pandemic resulted in a steep decline in non-alcohol beer sales in 2020, particularly in the on-trade. Moreover, the economic effects of the pandemic saw the Saudi Arabian Government raise VAT from 5% to 15% in July 2020. Furthermore, in June 2020, the government terminated a monthly cost-of-living stipend paid to government employees. All these measures...

Euromonitor International's Alcoholic Drinks Packaging in Saudi Arabia report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

**Product coverage:** Beer, Cider/Perry, RTDs, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Alcoholic Drinks Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Alcoholic drinks packaging still struggling in 2021 as consumers keep a tight rein on discretionary spending

Alcoholic drinks packaging in Saudi Arabia still limited to 330ml, 355ml and 500ml bottles or cans

Barbican introduces a new metal can design

#### PROSPECTS AND OPPORTUNITIES

Tax hike could favour multipacks and small pack sizes for non-alcoholic beer

Health and wellness trend should help non-alcoholic beer packaging to record a gradual recovery

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