

# Sustainability in Saudi Arabia

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## Abstracts

Recycling and reducing plastic and water use are well-established in Saudi Arabia, with over two-thirds of consumers aiming to impact the planet positively, shaping their sustainable purchasing decisions. As such, implementing the recycled claims and locally sourced goods would be welcomed by locals. There is an opportunity to further implement the Vegan and Vegetarian claims, resonating with 35% of consumers who identify as Meat Avoiders. Despite having the highest price points, No GMO and Cruelty-free products are becoming more popular.

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

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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.

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