

# **Middle East and North Africa Metal Packaging Market Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Material (Aluminum, Steel, and Others), by Product Type (Bottles, Cans, Caps and Closures, Drums, Tubes, and Others), by End Use Industry [Food and Beverages (Dairy Products, Fruits and Vegetables, Meat Poultry and Sea Food, Beverages, and Others), Personal Care, Consumer Goods, Pharmaceuticals, Paints and Coatings, Automotive, and Others]**

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## **Abstracts**

The MENA metal packaging market is expected to grow from US\$ 8.16 billion in 2022 to US\$ 11.29 billion by 2030. It is expected to grow at a CAGR of 4.1% from 2022 to 2030.

Metal packaging has many advantages, such as product protection, durability, sustainability, and attractive to customers. Metal has good barrier properties to light, gases, and odors, and it withstands high temperatures. Metal is strong and protects the inside contents from damage. Aluminum and steel are considerably more durable than other packaging materials. Metal is made to last and to be reused multiple times. Some of the metal packaging product types are bottles, cans, caps and closures, drums, and tubes. Nowadays, food and beverage cans make up most of the metal packaging. Metal packaging products also find application in end-use industries such as personal care, consumer goods, pharmaceuticals, paints and coatings, and automotive.

Based on end use, the MENA metal packaging market is segmented into food and beverages (dairy products, fruits and vegetables, meat poultry and sea food, beverages, and others), personal care, consumer goods, pharmaceuticals, paints and coatings, automotive, and others. In 2022, food and beverages segment held a significant market share, and is expected to be the fastest growing segment during the forecast period. Metal packaging holds a significant and pervasive role in the food and beverages industry, offering a multitude of benefits that cater to both manufacturers and consumers. Steel and aluminum, commonly used metals in packaging, provide a robust shield against external elements such as light, air, and moisture, preserving the freshness and quality of food and beverages. Metal containers, ranging from tinplate to aluminum, are utilized for a diverse array of food products, from soups and sauces to pet food and ready-to-eat meals.

The production of metal packaging involves procurement of raw material, cutting, shaping, forming, trimming and necking, washing and drying, coating, and printing. Metal packaging includes three-piece cans, two-piece cans, aluminum foil, aluminum bottles, laminated and metalized films, retort pouches, metal drums, and metal caps and closures. Production of metal cans involves a multi-stage complex process that includes the hot phase, cold phase, steel aging, cold metallurgical process, metallic coating, and organic coating. The major factors driving the growth of the Middle East and North Africa metal packaging market are the increasing demand for canned foods and beverages and the growing personal care and cosmetics industry.

Changing consumer preferences contribute to the increased demand for on-the-go and ready-to-eat options such as canned food & beverages and packaged food products. The increasing demand for clean-label, low-calorie, and low-carb foods, along with manufacturers' continuous launch of innovative products, have spurred the sales of canned food products. Further, the demand for canned products in MENA, such as canned soups and stews, frozen soup, canned seafood soup and broths, and frozen fruits and vegetables, has increased. In the region, the personal care and cosmetics industry is constantly innovating and expanding by offering a distinct range of cosmetics and specialized products for different skin types to cater to a wide range of consumer preferences. With this, the demand for metal packaging products is increasing. Further, the increasing use of recycled metals and post-consumer recycled materials is expected to offer lucrative opportunities for market growth.

MENA metal packaging market growth is attributed to the growing personal care and cosmetics industry. Metal packaging is increasingly used for personal care and cosmetic products due to its aesthetic appeal, durability, and protection against

moisture and contaminants. Some common applications of metal packaging include metal tubes, tins, and aerosol cans. Metal packaging offers exceptional barrier protection against moisture, light, and air for cosmetic formulations. This airtight and light-resistant protection ensures that the products remain fresh, prevent degradation of active ingredients, and maintain original consistency and color. Metal tubes and containers can endure stacking, transportation, and handling without puncturing or leaking. This durability is essential for protecting the products from damage and ensuring safe delivery to consumers. The personal care and cosmetics industry is constantly innovating and expanding by offering gender-neutral products, a distinct range of cosmetics, and specialized products for various skin types to cater to a wide range of consumer preferences. Therefore, aforementioned factors are expected to positively contribute to the growth of metal packaging market in MENA.

Ball Corp, Crown Holdings Inc, Dayal Metal Containers Factory LLC, Saudi Can Co, Saudi Arabian Steel Can Manufacturing Co, Mahmood Saeed Beverage Cans & Ends Industry Co Ltd, Consolidated Can Manufacturing Co Ltd, Southern Can Making Co Ltd, ZND Metal Cans, and Tengeh Noor Canvas Industry Co, are among the leading players in the MENA metal packaging market. These companies are adopting strategies such as mergers & acquisitions and product launches to expand their geographic presence and consumer bases.

The overall MENA metal packaging market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants, including valuation experts, research analysts, and key opinion leaders—specializing in the MENA metal packaging market.

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