

NONWOVENS INDUSTRY

Middle East & Africa | MEA |

STRATEGIC INTELLIGENCE REPORT

H1-2026 / Hormuz Crisis Edition

July 2026



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Table of contents

WORDS FROM NEC-MD 3

MARKET ANALYSIS [MEA] 4

EXECUTIVE SUMMARY 6

1. THE HORMUZ STRAIT CRISIS - WHAT HAPPENED / WHAT MEANS 7

2. RAW MATERIALS PRICING — 2026 CRISIS INTELLIGENCE 9

3. MEDICAL NONWOVENS — MEA MARKET & NEW PRODUCTS 2026 11

4. HYGIENE NONWOVENS — MEA MARKET & NEW PRODUCTS 2026 13

5. WIPES NONWOVENS — MEA MARKET & NEW PRODUCTS 2026 15

6. ROOFING NONWOVENS — MEA MARKET & NEW PRODUCTS 2026 17

7. NONWOVENS INDUSTRY CHALLENGES — MEA 2026 19

8. NONWOVENS STRATEGIC OPPORTUNITIES — MEA 2026 20

9. NEC STRATEGIC IMPERATIVES — 2026 ACTION AGENDA 21

10. MARKET OUTLOOK & KEY DATA SOURCES 22

DISCLAIMER 23

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WORDS FROM NEC-MD



Dr. Ahmad Farag
Managing Director

International business executive with 20+ years of experience driving commercial growth, business development, strategic partnerships, sustainable revenue growth and market expansion across EMEA and global markets, with 11+ years of specialized expertise in the nonwovens industry,

“The year 2026 marks the beginning of a new chapter. By combining technological innovation with a clear strategic vision, we are turning complex market challenges into predictable, scalable growth and creating lasting value for our stakeholders.”

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The nonwovens industry stands at the threshold of a new era. As we enter 2026, the sector is no longer defined solely by production capacity or cost competitiveness; it is increasingly shaped by innovation, sustainability, resilience, and the ability to anticipate rapidly changing market demands. The decisions made today will determine which organizations emerge as the industry leaders of tomorrow.

Innovation is becoming the defining competitive differentiator. Advances in fiber science, bio-based and recycled raw materials, automation, artificial intelligence, digital manufacturing, smart production systems, and circular economy solutions are reshaping the industry's future. Companies that successfully integrate these capabilities while maintaining operational excellence and customer focus will be well positioned to capture the next wave of market growth.

Our success is a direct result of the relentless dedication of our teams and the continued trust of our partners. As we look ahead, we are positioning ourselves to capture emerging opportunities in nonwovens industry and related sectors. We remain fully committed to delivering long-term value, fostering a culture of excellence, and setting new benchmarks within the industry.

Thank you for being an integral part of our journey as we continue building a smarter, more innovative, and more sustainable future together.

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MARKET ANALYSIS

Middle East & Africa (MEA)

The Middle East and Africa (MEA) nonwovens market in 2026 is entering a phase of structural growth, characterized by shifting demand patterns, expanding regional manufacturing capacity, and increasing investment across key end-use industries.



The Middle East and Africa (MEA) nonwovens market in 2026 is entering a phase of structural growth, characterized by shifting demand patterns, expanding regional manufacturing capacity, and increasing investment across key end-use industries.

Market analysis of the MEA nonwovens industry requires a comprehensive understanding of both demand-side and supply-side dynamics.

Demand is influenced by factors including population growth, urbanization, healthcare

expansion, disposable income levels, government spending, consumer awareness, and the development of downstream manufacturing sectors.

On the supply side, market performance is shaped by the availability of polymer, production capacity, technology adoption, import dependency, regional trade patterns and logistics infrastructure.

NONWOVEN INDUSTRY

MEA Market (Middel East & Africa)

2026

STRATEGIC INTELLIGENCE REPORT

Market Trends · Raw Materials · Medical · Hygiene · Wipes · Roofing Nonwovens

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