

Cigars, Cigarillos and Smoking Tobacco in Saudi Arabia

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Pipe tobacco (shisha) continues to dominate sales, with cigars and cigarillos remaining niche.

New imported brands start to enter pipe tobacco, whilst Al Fakher maintains a strong lead

Sales decline of cigars and cigarillos, as the older generation quits smoking and the younger generation turn to modern alternatives

PROSPECTS AND OPPORTUNITIES

Consumers will continue to shift towards e-vapour products and heated tobacco

Further price increases and ongoing government efforts to lower the prevalence of smoking are expected

Imports of cigars, cigarillos, and smoking tobacco will decline

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Tobacco in Saudi Arabia - Industry Overview

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Heated tobacco products are booming

Competitive landscape

Retailing developments

What next for tobacco?

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Smoking prevalence
Tar levels
Health warnings
Plain packaging
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