

Tobacco in Saudi Arabia

June 2023

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DISCLAIMER

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PMI's Marlboro remains the leading brand, with British American Tobacco still strongest in company terms
Consumer shift towards e-vapour and heated tobacco products puts downwards pressure on cigarettes
Strict regulations continue to be implemented for cigarettes

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Cigars, Cigarillos and Smoking Tobacco in Saudi Arabia

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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

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 E-vapour products continue to grow, with a wide range of novelty flavours
 Ongoing supply interruptions seen for HEETS by Philip Morris International

PROSPECTS AND OPPORTUNITIES

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