



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Saudi Arabia

September 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Tightened Licensing Keeps Tobacco Sales with Specialists and Limits Growth
Shisha Habits and Pipe Tobacco Underpin Dominant Role for Smoking Tobacco
Al Fakher Adapts Shisha Experience for Vapes as Usage Overlaps Grow

Chart 1 - Volume Sales 2020-2030

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WHAT'S NEXT?

Shisha Brands Reinforce Flavour Equity to Retain Occasion Share
Alternative Nicotine Formats Shape Dynamics
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Chart 4 - Forecast Volume Sales by Category 2025-2030

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Al Fakher Tobacco Trading Llc Consolidates Leadership as Shisha Brands Drive Share Gains
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COUNTRY REPORTS DISCLAIMER

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KEY DATA INSIGHTS

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Chart 21 - Brand Shares 2025

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Convenience Stores and Small Local Grocers Anchor Cigarette Sales as Specialists and E-Commerce Attract New Users

PRODUCTS

Ecosystem Strategy and Accessible Pricing Redefine the Innovation Agenda

Entry-Level Heated Tobacco Devices and Tobacco-Free Oral Nicotine Lead Recent Product Development

Divergent Brand Fortunes Reflect the Uneven Commercial Returns From Innovation Investment

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PRODUCTION/IMPORTS/EXPORTS

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