Euromonitor International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the United Arab Emirates

August 2026

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the United Arab Emirates - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

United Arab Emirates Drives Strong Growth in Next-Generation Tobacco Products
Relx Artisan and Velo Meet Premium and Value Demand for Rapid Growth
Ploom Aura Launch Signals Rising Heated Tobacco Competition and Innovation
Chart 1 - Volume Sales 2020-2030
Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Nicotine Pouch Legalisation Accelerates Modern Nicotine Adoption
Device Upgrades and New Brand Launches Broaden Consumer Choice
Chart 3 - Forecast Volume Sales 2020-2030
Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Xyfil and Philip Morris Leverage Legal Compliance to Reinforce Dominance
Chart 5 - Company Shares 2025
Chart 6 - Brand Shares 2025

CHANNELS

Supermarkets and Tobacco Specialists Boost Heated Tobacco Purchases
Official E-Commerce Platforms Accelerate Nicotine Product Access
My Vapery Drives Loyalty through Digital Rewards and Referrals

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco
Chart 8 - Real Gdp Growth 2020-2030
Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco
Chart 11 - Population 2020-2030
Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Nicotine in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Cigarettes Remain Largest While Alternative Nicotine Products Grow the Fastest
Purchasing Power and Tourism Fuel Innovation in Nicotine Consumption

Chart 14 - Volume Sales 2020-2030
Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Population Growth and Rising Incomes Sustain Nicotine Demand
Chart 16 - Analyst Insight for Nicotine
E-Vapour Consumables Outpace Cigarettes as Innovation Reshapes Preferences
Chart 17 - Forecast Volume Sales 2020-2030
Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Strengthens Position through Dual-Format Presence
Iqos Iluma I Launch Accelerates Competitive Gap with Innovation
Chart 19 - Company Shares 2025
Chart 20 - Brand Shares 2025

CHANNELS

Forecourt Retailers Benefit From Convenience and Channel Concentration
Philip Morris Boosts Online Iqos Sales as E-Commerce Targets Modern Formats

PRODUCTS

Shifting Preferences Drive Nicotine Innovation
Advanced Devices and New Formats Reshape Expectations
Regulatory Clarity Fuels Premium Innovation

OPERATING ENVIRONMENT

Legislation
Chart 21 - Legislation Summary at a Glance
Minimum Legal Smoking Age
Smoking Prevalence
Tar Levels
Health Warnings
Plain Packaging
Advertising and Sponsorship
Point-Of-Sale Display Bans
Smoking in Public Places
Low Ignition Propensity (Lip) Cigarette Regulation
Flavoured Tobacco Product Ban
Reduced Harm
Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine
Chart 23 - Real Gdp Growth 2020-2030
Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine
Chart 26 - Population 2020-2030
Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-the-united-arab-emirates/report.