

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Saudi Arabia

June 2023

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### 2022 DEVELOPMENTS

Heated tobacco shows huge growth – especially among younger consumers of legal smoking age

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

Fast growth expected over the forecast period, as traditional smokers continue to quit and new consumers are drawn to the novelty

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Minimum legal smoking age

Smoking prevalence  
Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
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