



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Oman

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco Leads a Tightly Regulated Market Shaped by Enforcement and Selective Access

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Heated Tobacco to Gain Affluent Users as Regulatory Barriers Persist

Illicit Vape Trade to Endure as Consumers Seek Discreet Alternatives

Modest Economic Expansion to Underpin Stable Consumer Expenditure on Nicotine

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Smuggling Sustains Access as Enforcement Struggles to Curb Banned Products

CHANNELS

Hypermarkets Sustain Heated Tobacco Access Amid Regulatory Barriers

Online Channels Face Regulatory Hurdles as Illicit Trade Persists

ECONOMIC CONTEXT

Chart 5 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 6 - Real GDP Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 9 - Population 2020-2030

Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Oman - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Philip Morris International and British American Tobacco Face Consumer Backlash as Demand Softens

Cigarettes Maintain Volume Dominance as Affordability Drives Switching Behaviour

Shisha Gains Traction as Cultural Appeal and Lower Cost Fuel Growth

Chart 12 - Volume Sales 2020-2030

Chart 13 - Volume Sales by Category 2025

WHAT'S NEXT?

Price-Conscious Expatriates to Drive Value Brands as Premium Loyalty Persists

Illicit Trade to Expand as Legal Products Lose Affordability

Smoking Tobacco and E-Vapour Products to Gain Momentum as Consumers Seek Alternatives

Chart 14 - Forecast Volume Sales 2020-2030

Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Loses Share as Japan Tobacco Gains From Shifting Loyalties

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Small Local Grocers and Tobacco Specialists Maintain Consumer Trust and Reach

Retail E-Commerce Remains Absent as Traditional Outlets Fulfil Demand

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 18 - Legislation Summary at a Glance

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 19 - Economic Context for Nicotine

Chart 20 - Real GDP Growth 2020-2030

Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Nicotine

Chart 23 - Population 2020-2030

Chart 24 - 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-oman/report.