



# Cigarettes in the United Arab Emirates

August 2022

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## Cigarettes in the United Arab Emirates - Category analysis

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#### 2021 DEVELOPMENTS

Cigarette volumes see further rising demand in 2021  
Brand owners compete on price  
Retailing landscape skews towards higher sales via large-scale grocery retailers

#### PROSPECTS AND OPPORTUNITIES

Cigarettes likely to remain most popular form of tobacco over forecast period  
Overall volume growth to be challenged  
Companies likely to seek permission to sell online

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