

# Global Hookah Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Hookah market size will reach 101.55 Million USD in 2025 and is projected to reach 117.61 Million USD by 2032, with a CAGR of 2.12% (2025-2032). Notably, the China Hookah market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

A hookah, also known as a water pipe or shisha, is a traditional smoking device originating from the Middle East and South Asia. It consists of a water basin, a central smoke chamber, a pipe, and a hose with a mouthpiece. Flavored tobacco, known as shisha or maassel, is placed in a bowl at the top of the hookah and heated using charcoal. As users inhale through the hose, the smoke passes through the water, cooling and filtering it before reaching the mouthpiece. Hookah smoking is often a social activity, with individuals sharing the same device. The flavored tobacco comes in various blends, offering a wide range of tastes such as fruit, mint, or spice. While hookah smoking is culturally significant and enjoyed by many, it's important to note that, like any form of tobacco use, it carries health risks associated with the inhalation of smoke, including exposure to harmful chemicals and potential long-term health issues.

The major global manufacturers of Hookah include Al Fakher Hookahs, Starbuzz Hookahs, FUMARI, Mya Hookah, Evolution Hookahs, Anahi Hookahs, Tianbao Glass, Regal Hookahs, Ed Hardy Hookah, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises

that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Hookah. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Hookah market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Hookah market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Hookah industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Hookah Include:

Al Fakher Hookahs

Starbuzz Hookahs

FUMARI

Mya Hookah

Evolution Hookahs

Anahi Hookahs

Tianbao Glass

Regal Hookahs

Ed Hardy Hookah

Hookah Product Segment Include:

2 Hose

3 Hose

Other

Hookah Product Application Include:

Group Use

Personal Use

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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