

# Cigarettes and Alternative Nicotine Products in Middle East and Africa

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## Abstracts

After a year of strong growth in 2021, cigarette sales recorded a slight unit volume decline in Middle East and Africa in 2022. With disposable incomes under pressure in a lot of countries, illicit trade remains a problem in many of them. E-vaping and heated tobacco are also representing competition for traditional tobacco products. There remains lots of room for the further development of next-generation products across the region, given their currently still low sales and per capita levels.

Euromonitor International's Cigarettes and Alternative Nicotine Products in Middle East and Africa global briefing offers an insight into to the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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