

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the United Arab Emirates

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## Abstracts

Heated tobacco products in the United Arab Emirates recorded the most impressive growth rates within the local tobacco industry in 2023, followed by e-vapour products. Both tobacco heating devices and heated tobacco recorded double-digit retail volume and value growth during the year. The category in the United Arab Emirates continued to be dominated by Philip Morris Management Services (Middle East) Ltd, with its Iqos device and HEETS heated tobacco.

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

Why buy this report?

Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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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Euromonitor International

June 2024

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