

Tobacco in Saudi Arabia

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Abstracts

Cigarettes remained the largest category in tobacco in Saudi Arabia in 2022, despite the growing trend towards heated tobacco. However, the number of people quitting smoking continues to increase, due to better informed health awareness among consumers, as well as high taxation levels and increasing prices overall. Within this landscape, e-vapour products and heated tobacco continue to gain popularity – mainly among younger generations of adults of legal smoking age. On the other hand, older con...

Euromonitor International's Tobacco in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

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.

Contents

TOBACCO IN SAUDI ARABIA

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

Heated tobacco products are booming

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARETTES IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

PMI's Marlboro remains the leading brand, with British American Tobacco still strongest in company terms

Consumer shift towards e-vapour and heated tobacco products puts downwards pressure on cigarettes

Strict regulations continue to be implemented for cigarettes

PROSPECTS AND OPPORTUNITIES

Cigarette players will need to adapt to changing consumer purchasing behaviours

Shift from cigarettes to heated tobacco products only set to intensify

Opportunity for the e-commerce channel to grow

TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pipe tobacco (shisha) continues to dominate sales, with cigars and cigarillos remaining niche.

New imported brands start to enter pipe tobacco, whilst Al Fakher maintains a strong lead

Sales decline of cigars and cigarillos, as the older generation quits smoking and the younger generation turn to modern alternatives

PROSPECTS AND OPPORTUNITIES

Consumers will continue to shift towards e-vapour products and heated tobacco

Further price increases and ongoing government efforts to lower the prevalence of smoking are expected

Imports of cigars, cigarillos, and smoking tobacco will decline

CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 37 Sales of Cigars by Size: % Volume 2017-2022

Table 38 Sales of Cigarillos by Price Platform 2017-2022

Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 41 NBO Company Shares of Cigars: % Volume 2018-2022

Table 42 LBN Brand Shares of Cigars: % Volume 2019-2022

Table 43 NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 44 LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 45 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 46 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 47 NBO Company Shares of Pipe Tobacco: % Volume 2018-2022

Table 48 LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022

Table 49 NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022

Table 50 LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022

Table 51 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 52 Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category:
Volume 2022-2027

Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value
2022-2027

Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %
Volume Growth 2022-2027

Table 56 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %
Value Growth 2022-2027

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN SAUDI ARABIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco shows huge growth – especially among younger consumers of legal
smoking age

E-vapour products continue to grow, with a wide range of novelty flavours

Ongoing supply interruptions seen for HEETS by Philip Morris International

PROSPECTS AND OPPORTUNITIES

Fast growth expected over the forecast period, as traditional smokers continue to quit
and new consumers are drawn to the novelty

Opportunities for cheaper heated tobacco brands to find a niche among lower-income
consumers

Higher demand through e-commerce expected

CATEGORY INDICATORS

Table 57 Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 58 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 59 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 60 Sales of Heated Tobacco: Volume 2017-2022

Table 61 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 62 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by
Category: Value 2017-2022

Table 63 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by
Category: % Value Growth 2017-2022

Table 64 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 65 LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 66 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 67 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 68 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 69 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 70 Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 71 Distribution of Tobacco Heating Devices by Format: % Volume 2017-2022

Table 72 Distribution of Heated Tobacco by Format: % Volume 2017-2022

Table 73 Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027

Table 74 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 75 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 76 Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027

Table 77 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 78 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

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