

2018-2023 Global Hookah (Shisha) Tobacco Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Hookah (Shisha) Tobacco market for 2018-2023.

Hookah (Shisha) tobacco (also known as waterpipe tobacco, maassel, shisha, narghile, or argileh) is smoked with a hookah (waterpipe). Hookah tobacco comes in different flavors, such as apple, mint, cherry, chocolate, coconut, licorice, cappuccino, and watermelon.

The hookah (shisha) tobacco market is very fragmented market; the revenue of top eighteen manufacturers accounts about 37% of the total revenue in 2017. The high-end products mainly come from USA and Europe.

2 The leading manufactures mainly are Nakhla, Godfrey Phillips India, Starbuzz, Eastern Tobacco and AL-WAHA. Nakhlais the largest manufacturer; its revenue of global market exceeds 9% in 2017. The next is Godfrey Phillips India and Starbuzz.

3 There are mainly two type product of hookah (shisha) tobacco market: Single Flavor and Mixed Flavor.

4 Geographically, the global hookah (shisha) tobacco market has been segmented into North America, Europe, Asia-Pacific, South America and Middle East and Africa. The Middle East and Africa held the largest share in the global market, its revenue of global market exceeds 54% in 2017. The next is Europe.

Over the next five years, LPI(LP Information) projects that Hookah (Shisha) Tobacco will register a 9.1% CAGR in terms of revenue, reach US\$ 3230 million by 2023, from US\$ 1920 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Hookah (Shisha) Tobacco market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Single Flavor

Mixed Flavor

Segmentation by application:

Group Use

Personal Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Nakhla

Godfrey Phillips India

Starbuzz

Eastern Tobacco

AL-WAHA

Mazaya

AlFakherdr

Al-Tawareg Tobacco

Shiazo

MujeebSons

Fantasia

Social Smoke

AL RAYAN Hookah

Cloud Tobacco

Haze Tobacco

Alchemisttobacco

Fumari

Dekang

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Hookah (Shisha) Tobacco consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Hookah (Shisha) Tobacco market by identifying its various subsegments.

Focuses on the key global Hookah (Shisha) Tobacco manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Hookah (Shisha) Tobacco with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Hookah (Shisha) Tobacco submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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