

Tobacco in Saudi Arabia

Market Direction | 2022-08-19 | 48 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Saudi Arabia, with a population of more than 34 million, has been taking a number of steps to curb the consumption of tobacco in the country. These include increasing sales taxes and fines, conducting anti-smoking campaigns, establishing smoking cessation clinics and introducing dedicated mobile applications. Saudi Arabia has an ambitious strategic tobacco control plan to reduce smoking rates to 5% by 2030.

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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: Cigarettes, 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tobacco in Saudi Arabia

Euromonitor International

August 2022

List Of Contents And Tables

TOBACCO IN SAUDI ARABIA

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

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 2016-2021

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2016-2021

Table 3 Sales of Tobacco by Category: Value 2016-2021

Table 4 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 5 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 6 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 7 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARETTES IN SAUDI ARABIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

British American Tobacco drives competition with strategic price moves and line extensions

Tobacco companies utilise digital advertising to interact and engage with consumers

Tobacco companies utilise consumer engagement programmes to engage potential consumers

PROSPECTS AND OPPORTUNITIES

Value for money launches and line extensions to support sales of cigarettes in the forecast period

Distribution changes likely in cigarettes

Cigarettes likely to remain the most popular form of tobacco in the forecast period

TAXATION AND PRICING

Taxation rates

Summary 3 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 10 Sales of Cigarettes: Volume 2016-2021

Table 11 Sales of Cigarettes by Category: Value 2016-2021

Table 12 Sales of Cigarettes: % Volume Growth 2016-2021

Table 13 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 14 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 17 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 18 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 19 NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 20 LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 21 Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 22 Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 23 Forecast Sales of Cigarettes: Volume 2021-2026

Table 24 Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 25 Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 26 Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 27 Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 28 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 29 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 30 Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 31 Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN SAUDI ARABIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Shisha cafes allowed to resume operations amidst relaxed COVID-19 regulations

Cigars and cigarillos witness a plummeting consumer base

Online sales develop in the category, but tobacco specialists still dominates

PROSPECTS AND OPPORTUNITIES

Popularity of cigars and cigarillos to keep dwindling in the forecast period

Shisha consumption in cafes and restaurants to rein in growth

E-commerce to develop further in the category

CATEGORY DATA

Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021
 Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021
 Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021
 Table 36 Sales of Cigars by Size: % Volume 2016-2021
 Table 37 Sales of Cigarillos by Price Platform 2016-2021
 Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021
 Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021
 Table 40 NBO Company Shares of Cigars: % Volume 2017-2021
 Table 41 LBN Brand Shares of Cigars: % Volume 2018-2021
 Table 42 NBO Company Shares of Cigarillos: % Volume 2017-2021
 Table 43 LBN Brand Shares of Cigarillos: % Volume 2018-2021
 Table 44 NBO Company Shares of Smoking Tobacco: % Volume 2017-2021
 Table 45 LBN Brand Shares of Smoking Tobacco: % Volume 2018-2021
 Table 46 NBO Company Shares of Pipe Tobacco: % Volume 2017-2021
 Table 47 LBN Brand Shares of Pipe Tobacco: % Volume 2018-2021
 Table 48 Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021
 Table 49 Distribution of Smoking Tobacco by Format: % Volume 2016-2021
 Table 50 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026
 Table 51 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026
 Table 52 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026
 Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026
 SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN SAUDI ARABIA
 KEY DATA FINDINGS
 2021 DEVELOPMENTS
 British American Tobacco extends the flavour profile of VUSE
 E-vapour product launches and increasing penetration in 2021
 IQOS from Philip Morris International paves the way in heated tobacco
 PROSPECTS AND OPPORTUNITIES
 Companies to extend flavour profiles in the forecast period
 Growth forecast for e-vapour products and heated tobacco
 E-commerce likely to become a stronger distribution channel
 CATEGORY INDICATORS
 Table 54 Number of Adult Vapers 2016-2021
 CATEGORY DATA
 Table 55 Sales of Tobacco Heating Devices: Volume 2016-2021
 Table 56 Sales of Heated Tobacco: Volume 2016-2021
 Table 57 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021
 Table 58 NBO Company Shares of E-Vapour Products: % Value 2017-2021
 Table 59 NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021
 Table 60 LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021
 Table 61 NBO Company Shares of Heated Tobacco: % Volume 2017-2021
 Table 62 LBN Brand Shares of Heated Tobacco: % Volume 2018-2021
 Table 63 Distribution of E-Vapour Products by Format: % Value 2016-2021
 Table 64 Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021
 Table 65 Distribution of Heated Tobacco by Format: % Volume 2016-2021
 Table 66 Forecast Sales of Tobacco Heating Devices: Volume 2021-2026
 Table 67 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026

Table 68 □Forecast Sales of Heated Tobacco: Volume 2021-2026

Table 69 □Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026

Table 70 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 71 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tobacco in Saudi Arabia

Market Direction | 2022-08-19 | 48 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com