

Cigarettes in Saudi Arabia

Market Direction | 2023-06-21 | 23 pages | Euromonitor

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Report description:

British American Tobacco Plc (BAT) maintains its company lead (in both NBO and GBO terms) in cigarettes, while Marlboro Red from Philip Morris International Inc (PMI) is the top brand, with Marlboro variants pipping BAT's Dunhill Carlton to the post. Both are well-known global companies with myriad strengths, whose names are synonymous with the act of smoking. Furthermore, such players are also making efforts to keep the prices of their cigarettes affordable for consumers. Within this context, B...

Euromonitor International's Cigarettes 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 Including Fine Cut Stick Equivalent.

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

Why buy this report?

- * Get a detailed picture of the Cigarettes 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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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

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TOBACCO IN SAUDI ARABIA

EXECUTIVE SUMMARY

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