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# Middle East & Africa E-Cigarettes - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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**Report description:**

The Middle East & Africa E-Cigarettes Market size is estimated at USD 128.70 million in 2024, and is expected to reach USD 296.92 million by 2029, growing at a CAGR of 18.20% during the forecast period (2024-2029).

Over the past few years, awareness has been rising regarding the health hazards associated with smoking. At the onset of COVID-19, the market crumbled in the initial phase by restricting transport and reducing sales in brick & mortar shops, but it acted as a break-even point. This trend has resulted in high demand for alternatives to traditional cigarettes, like e-cigarettes; as a result, sales volume online increased when compared to previous. E-cigarettes were introduced as an alternative to traditional cigarettes. According to the estimates provided by the World Bank, 180 million premature deaths can be avoided if smoking cigarettes can be reduced to one-half by 2027, and e-cigarettes are a major step toward this achievement. With the growing popularity of vaping devices, flavor and fragrance vendors are introducing a wide variety of e-liquids to attract consumers.

Different flavors, such as menthol, mint, chocolate, cola, bubble gum, and fusions of other fruits and flavoring substances, lure many consumers to adopt these e-cigarette devices. Tobacco manufacturers focus on technological developments and innovation to attain an edge over their competitors. This trend has persuaded vendors to invest heavily in technology.

Middle East Africa E-Cigarette Market Trends

Penetration of E-cigarettes in Organized Retail

The evolving retail industry, especially in developing countries, is marked by the emergence of many stores in hypermarkets, supermarkets, and specialty store formats. The penetration of organized retail is also expected to enable consumers to seek information about various brands and compare prices and quality, which results in a better purchase decision. Vendors leverage both traditional and social media platforms for advertising. Companies create campaigns and exhibition shows to promote their brands and products, reaching out to their target audience through various social media platforms. With the increasing demand, several companies have invested heavily in finding new distribution channels. Thus, e-cigarettes are available for users across a range of channels. With the growth of e-commerce and many retail stores planning to introduce e-cigarettes in their line-up to match the competition, e-cigarettes are becoming relatively easy to procure. This factor is driving the faster adoption of the product, resulting in healthy market growth.

Egypt Dominates the Market

Vaping is a modern trend, but even new vapes have roots in ancient history. Egypt is known for its ancient vaping techniques, such as healing herbs and oils on hot stones to vape. 41.6% believed e-cigarettes help smoking cessation, and 31.9% believed it is less harmful than traditional cigarettes. Vendors operating in the country are introducing innovative products in terms of functionality, flavors, ingredients, packaging, and format. Rising consumer awareness and product knowledge about various e-cigarettes have led to the introduction of high-performance and quality products in the Egyptian e-cigarettes market. The electronic cigarette and e-liquid from Intellicig Egypt have revolutionized the smoking experience for smokers. Intellicig is one of the largest electronic cigarette manufacturers in the Egyptian market and the only company that offers its clients after-sale service and care. Countries are promoting to move toward e-cigarettes from traditional cigarettes to stop the pollution and health issues and promote sustainability.

Middle East Africa E-Cigarette Industry Overview

British American Tobacco Plc held the largest market share of the overall e-cigarette market in 2020, with a market share of about 39%. And some other companies like Phillip Morris International, Eastern Tobacco Company (ETC), and some local players. Government support and consumer awareness of health and eco-friendliness are driving this market. They are introduced in the market to attract multiple customer segments. The demand for new add-on flavors is adding interest in manufacturers. Online presence is helping the market to proliferate and increase the area of operations and expand the customer base.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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