

## **Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Saudi Arabia**

Market Direction | 2024-06-06 | 28 pages | Euromonitor

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### **Report description:**

Overall smokeless tobacco, e-vapour products and heated tobacco saw triple-digit rises in both volume and current value sales in Saudi Arabia in 2023. The popularity of heated tobacco products continued to expand, led by Phillip Morris as the main player in the segment as it launched its new TEREA heated tobacco sticks that are compatible with the newer Iqos device models like Iqos Iluma. The company's previously popular heated tobacco HEETS faced stock issues and was almost entirely absent from...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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.

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Euromonitor International  
June 2024

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