

# Cigarettes in Saudi Arabia

June 2025

**Table of Contents** 

# Cigarettes in Saudi Arabia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Cigarettes category remains under pressure in Saudi Arabia

British American Tobacco Plc maintains lead as competiton heats up

Small local grocers lead in distribution as convenience stores gain traction

# PROSPECTS AND OPPORTUNITIES

Smoking stigma is expected to gain traction in Saudi Arabia

Existing brands will prioritise customer retention strategies

Limited room for innovation due to regulatory constraints

## TAXATION AND PRICING

Taxation rates

Table 1 - Taxation and Duty Levies 2019-2024

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

## **CATEGORY DATA**

- Table 2 Sales of Cigarettes: Volume 2019-2024
- Table 3 Sales of Cigarettes by Category: Value 2019-2024
- Table 4 Sales of Cigarettes: % Volume Growth 2019-2024
- Table 5 Sales of Cigarettes by Category: % Value Growth 2019-2024
- Table 6 Sales of Cigarettes by Blend: % Volume 2019-2024
- Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024
- Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024
- Table 9 Sales of Cigarettes by Pack Size: % Volume 2019-2024
- Table 10 Sales of Cigarettes by Price Band: % Volume 2019-2024
- Table 11 NBO Company Shares of Cigarettes: % Volume 2020-2024
- Table 12 LBN Brand Shares of Cigarettes: % Volume 2021-2024
- Table 13 Sales of Cigarettes by Distribution Format: % Volume 2019-2024
- Table 14 Illicit Trade Estimate of Cigarettes: Volume 2019-2024
- Table 15 Forecast Sales of Cigarettes: Volume 2024-2029
- Table 16 Forecast Sales of Cigarettes by Category: Value 2024-2029
- Table 17 Forecast Sales of Cigarettes: % Volume Growth 2024-2029
- Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029
- Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2024-2029
- Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029
- Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029
- Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029
- Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

# Tobacco in Saudi Arabia - Industry Overview

# EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

## OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - 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 24 - Number of Adult Smokers by Gender 2019-2024

## MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2019-2024

Table 26 - Sales of Tobacco by Category: Value 2019-2024

Table 27 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 28 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 29 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 30 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

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# **SOURCES**

Summary 3 - Research Sources

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