



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the United Arab Emirates

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Category evolving despite challenges from illicit trade
- Philip Morris sets the standard in heated tobacco
- Specialist stores, hypermarkets and supermarkets lead distribution

PROSPECTS AND OPPORTUNITIES

- Tourist demand to fuel future growth
- Sustainability concerns may shift consumer preferences towards open systems
- Cross-category innovation to shape competitive landscape

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Tobacco in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

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2024 key trends

Competitive landscape

Retail 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

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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SOURCES

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