



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Changing consumer behaviour favours reduced-harm alternatives
- Major players exert control over the competitive landscape
- E-commerce continues to gain share of distribution

PROSPECTS AND OPPORTUNITIES

- Further expansion of e-vapour and heated tobacco products
- Strong growth potential for the new nicotine pouches category
- Consumers to shift towards reusable and higher performance devices

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Tobacco in Saudi Arabia - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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Reduced harm

Vapour products

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