



Euromonitor
International

Cigarettes in Saudi Arabia

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarettes category remains under pressure in Saudi Arabia
British American Tobacco Plc maintains lead as competition 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

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

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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