



Cigars, Cigarillos and Smoking Tobacco in Saudi Arabia

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigars and cigarillos face volume decline in 2024
Al Fakher Tobacco Trading leads the competitive landscape
Tobacco specialists dominate overall distribution

PROSPECTS AND OPPORTUNITIES

Limited growth prospects within the broader category
Leading brands are expected to defend their share
Innovation will likely focus on flavour development

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
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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 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
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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

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SOURCES

Summary 2 - Research Sources

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