



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Jordan

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco Gains Traction as Consumers Shift to Heated Alternatives

Device Innovation and Dual Use Redefine Nicotine Consumption Habits

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Consumers Switch to Heated and E-Vapour for Reduced-Risk Alternatives

Cross-Format Experimentation and Tax Policy Shape Consumption Patterns

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Leverages Early Heated Tobacco Launch to Sustain Presence

CHANNELS

Specialist Stores Retain Lead, Driven by Device Trial

E-Commerce Broadens Device Access for Early Adopters

ECONOMIC CONTEXT

Chart 5 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 9 - Population 2020-2030

Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

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[Nicotine in Jordan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Companies Expand Heated Tobacco Presence to Attract Dual Users

Brands with Low-Cost Appeal Sustain High Volumes

Cigarette Price Increases Drive up Value While Dual Use Shapes Future Demand

Chart 12 - Volume Sales 2020-2030

Chart 13 - Volume Sales by Category 2025

WHAT'S NEXT?

Tax Cuts on Heated Devices Shift Nicotine Demand Dynamics

Consumers Embrace Heated Tobacco as Policy Changes Bite

Chart 14 - Forecast Volume Sales 2020-2030

Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Player Leverages Heated Tobacco and Shisha Strength to Widen Lead

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Grocery Retailers Capture Demand by Offering Convenience and Proximity

Hyperlocal Delivery Apps Drive Growth in E-Commerce Nicotine Sales

Talabat and Careem Expand Nicotine Access through Rapid Delivery

OPERATING ENVIRONMENT

Legislation

Chart 18 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

ECONOMIC CONTEXT

Chart 19 - Economic Context for Nicotine

Chart 20 - Real Gdp Growth 2020-2030

Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Nicotine

Chart 23 - Population 2020-2030

Chart 24 - Consumer Expenditure 2020-2030

Chart 25 - Population by Generation 2025

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