

Cigarettes in Saudi Arabia

June 2024

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Cigarettes in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers continue to shift to heated tobacco Saudi government remains focused on measures to combat smoking Pricing strategies vary among cigarettes players as British American Tobacco maintains leadership

PROSPECTS AND OPPORTUNITIES

Decline will continue throughout forecast period Mid-priced and economy cigarettes to perform better than premium variants E-commerce channel on the rise

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Tobacco in Saudi Arabia - Industry Overview

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DISCLAIMER

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