



Cigarettes in Saudi Arabia

June 2025

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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

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DISCLAIMER

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