Middle East & Africa Smokeless Tobacco Market Research Report: information by type (chewing tobacco, dipping tobacco, dissolvable tobacco), by form (moist, dry), by route (oral, nasal) and by regions (Middle East & Africa) – Forecast till 2023

Market Snapshot
Smokeless tobacco currently represents a small percentage of the overall tobacco industry in the Middle East & Africa. The market size for smokeless tobacco in the region is expected to surpass USD 1360 Mn by the year 2023. This indicates that the market is likely to capture a compound annual growth rate of 3.80% during the forecast period (2017-2023). In 2017, Africa accounted for more than 55% share of the market and this trend is likely to continue throughout the review period. Consumption of tobacco is high in DR Congo in particular, which also accounts for a significant market share in Africa. The popular ways in which smokeless tobacco is consumed in the region are by sniffing or chewing. The rural parts of Africa exhibits more market opportunities as tobacco bas been traditionally consumed by natives in the region.

Report Overview
This report delivers a market perspective on smokeless tobacco market in the Middle East and Africa. It includes an unbiased assessment of the market, which covers analysis of historical growth trends, current market scenario and forecast for the next five years. Key macro and micro-economic factors influencing the market are also discussed in the report. The report users will gain information on key supply-side and demand trends. The market sizing offered in the report also covers revenue analysis based on type, form and route. By type, chewing tobacco, dipping tobacco, dissolvable tobacco has been discussed in the report. By form, revenue share of moist and dry smokeless tobacco has been assessed. Moist tobacco in the form of snuff is widely consumed in African countries such as Algeria, Sudan, Madagascar, Zimbabwe, and Cameroon. By route, oral consumption is preferred more as compared to nasal consumption across the region.

Key Players
Philip Morris International, Inc. (United States), British American Tobacco PLC / RJ Reynolds Tobacco Company (U.K), Japan Tobacco, Inc. (Japan), and Swedish Match AB (Sweden).

The report offers comprehensive profiles on these market players and assesses their current standing in the smokeless tobacco market in the MEA. The scope of the research covers company history, annual turnover, segmental share, SWOT analysis, growth strategies, new product launches, M&A activities, and latest R&D initiatives.

Research Methodology
At Market Research Future, we aim to provide quality analysis on a wide range of markets. Our reports hold an unbiased market perspective and provide fact-based insights that help our clients with critical decision making. Our reports are prepared by analysts who have ample experience in the relevant field and employ various methods to present an accurate picture of the market. Our reports incorporate both primary and secondary data to maintain the objectivity of the reports. Primary data collection involves first-hand interviews and surveys with key level industry insiders, while secondary data is acquired from credible sources such as white papers, annual reports, and publication by relevant associations to provide reliable market insights. Top-down and bottom-up approaches have been adopted for estimation and validation of market size to view the market from different perspectives and ensure accuracy in our approximations. Our reports reflect a truly comprehensive view of the market and is prepared after analyzing every parameter that corresponds to the market.

Analysis Period
- Base Year- 2016
- Projection Period- From 2017 to 2023
- Currency- USD Million

For the scope of the research, MRFR’s report offers a comprehensive segmental analysis of the Middle East & Africa smokeless tobacco market

By Type
Chewing Tobacco
Dipping Tobacco
Dissolvable Tobacco

By Form
- Moist
- Dry

By Route
- Oral
- Nasal

By Region
- Middle East
- Yemen
- Saudi Arabia
- Iraq
- Rest of Middle East
- Africa
- DR Congo
- Madagascar
- Sudan
- South Africa
- Algeria
- Rest of Africa

Intended Audience
- Smokeless tobacco manufacturers
- E-commerce
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