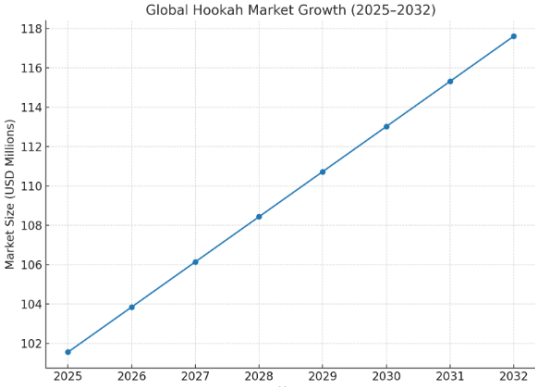


Hookah & Tobacco Market Trends in 2025

Market Overview

The global hookah and tobacco market continues to demonstrate steady growth as consumer preferences evolve and cultural acceptance broadens. According to **DIResearch's in-depth investigation and research**, the global hookah market size is expected to reach **USD 101.55 million in 2025** and is projected to expand to **USD 117.61 million by 2032**, representing a **compound annual growth rate (CAGR) of 2.12%** between 2025 and 2032.

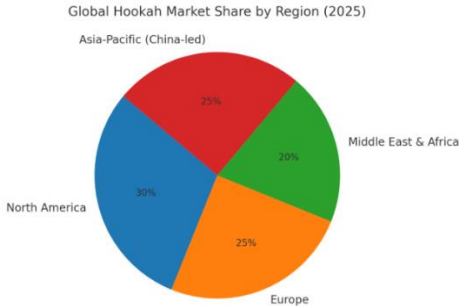


This growth is driven by several key factors:

- **Urban Lifestyle Trends** – Younger consumers are gravitating toward social and lifestyle experiences, with hookah lounges and at-home hookah use becoming increasingly popular.
- **Product Innovation** – Flavored tobaccos, modern hookah designs, and disposable accessories are creating new opportunities for retailers and wholesalers.
- **Cultural Adoption** – Hookah smoking, once concentrated in the Middle East and parts of Asia, has expanded into North America and Europe as part of global cultural exchange.

Regionally, the **China hookah market** has undergone rapid transformation in recent years. By 2025, it is expected to represent a significant share of the global market, reflecting both rising consumer demand and increased manufacturing capacity. This expansion highlights Asia's growing role not only as a production hub but also as an emerging consumer market.

Meanwhile, **North America and Europe** continue to be strong markets due to lifestyle-driven consumption, the rise of smoke shops, and the incorporation of hookah products into broader tobacco and alternative product assortments.



Key Market Trends in 2025

1. **Premiumization of Products**
 - Consumers are showing stronger demand for high-quality hookah tobacco, durable hookah sets, and premium accessories. Brands that emphasize craftsmanship, flavor authenticity, and stylish design are gaining share.
2. **Growth of Disposable & Portable Hookah Products**
 - With convenience driving consumer decisions, disposable hoses and portable hookah devices are expected to see higher adoption. This aligns with trends toward single-use and on-the-go smoking experiences.
3. **Flavored Tobacco Innovation**
 - Flavor diversity remains the engine of growth in the hookah tobacco segment. Fruity, icy, and exotic blends are gaining popularity across younger demographics, creating consistent demand for variety and innovation.
4. **E-commerce & Omnichannel Expansion**
 - Online sales continue to play a critical role, especially as wholesalers and retailers embrace digital distribution. The ability to reach consumers directly online, while also supporting brick-and-mortar retailers, has become a competitive advantage.
5. **Regulatory Awareness**
 - Global markets are seeing varied regulations on flavored tobacco and nicotine content. Companies that adapt quickly to compliance changes while maintaining product appeal will be better positioned for sustainable growth.

#1Wholesale: Excelling in the Hookah & Tobacco Space

As one of **Sahni Enterprise's core brands**, #1Wholesale has established itself as a leading force in the hookah and tobacco market. With deep expertise, a wide-ranging product portfolio, and a reputation for reliability, #1Wholesale is uniquely positioned to thrive in this evolving industry.

Competitive Strengths

- **Comprehensive Product Range** – From traditional hookah bowls to modern disposable hoses, #1Wholesale supplies products that meet the needs of retailers, lounges, and consumers alike.
- **Strong Distribution Network** – Headquartered in Georgia with nationwide reach, the company ensures fast, reliable delivery to smoke shops, wholesalers, and retail partners across the United States.
- **Focus on Innovation** – By staying ahead of trends in flavor, design, and functionality, #1Wholesale brings the latest and most in-demand products to market quickly.
- **Value & Pricing Advantage** – Competitive pricing paired with bulk order discounts makes #1Wholesale a go-to source for businesses looking to optimize margins.