

Supplements to accompany “A Framework for Researching the Waterpipe Tobacco Business Sector in the United States”

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Supplement A: Waterpipe tobacco companies or business entities that are included in the review categorized by their sources

Supplement-B: A preliminary list of networks, trade associations, or interest groups

A-Waterpipe tobacco companies or business entities that are included in the review categorized by their sources

1. Google search

We experimented with several keyword combinations of waterpipe tobacco terms, “seller,” and “United States” with various results. Ultimately, we used ("waterpipe tobacco" OR hookah OR shisha) AND (seller OR retailer), adding retailer and dropping “United States” since it seemed to have a much better recall without a non-manageable consequence in precision^{1,2}. Google algorithm

itself set the area for San Francisco, CA that did not seem to compromise our intended business targets in the United States. The following summarizes the search results, excluded results, and included ones:

- Total pages retrieved: 219 (23 pages of results)
- Excluded pages:
 - o Duplicated pages (of the same business entity): 43
 - o Non-business pages including states' governments and regulatory agencies, academic, news, Wikipedia, Quora, Reddit, and NGO; online marketplaces; and other tobacco products (vapes, bong, cannabis): 66*
 - o Non-US waterpipe pages: 33
- Relevant pages: 77
- Sampled pages: The first 64 pages

* There were 10 seller webpages exclusively focused on vapes, pods, and e-cigarettes—with no connection to classic or novel waterpipe products like e-hookah or e-shisha—that still appeared in the search query. This could either be an issue with Google's algorithm or a result of SEO or meta-data engineering by these websites to increase visibility and attract waterpipe consumers to vapes and pods.

We used the Search Engine Results Page (SERP) information structure to scrape the data^{3,4}. Of the Text result, Rich result, Image result, and Video result on SERP, we focused on the Text result and scraped the following four fields:

- Domain: The name or domain of the website
- Title: The clickable title of the page, linking directly to the URL
- URL
- Snippet: The (meta) description summarizing the content of the page

The businesses surveyed are listed below, and snapshots of their homepages can be accessed on eScholarship.org⁵.

Domain	URL
1. 5starhookah	https://5starhookah.com/
2. Alibaba	https://www.alibaba.com/showroom/best-seller-shisha.html
3. Aliexpress	https://www.aliexpress.us/item/3256803828416696.html?gatewayAdapt=glo2usa4itemAdapt

4. Amazon <https://www.amazon.com/Hookahs/b?ie=UTF8&node=10342619011>
5. Arabian Hookah Lounge <http://arabianhookahlounge.com/store.html>
6. Black Shisha <https://blackshisha.com/>
7. Blakk Smoke <https://www.blakksmoke.com/hookah-pens>
8. Chargeitshisha <https://chargeitshisha.com/>
9. Chicha Shack <http://www.chichashack.com/>
10. Cocoyaya <https://cocoyaya.in/>
11. Connis Hookah <https://connishookah.com/>
12. Ebay https://www.ebay.com/sch/112485/i.html?_from=R40&_nkw=hookah
13. El-Badia <https://www.el-badia.com/en/>
14. Fumari <https://www.fumari.com/>
15. Guess Hookah <https://guesshookah.com/>
16. Headed West <https://theheadedwest.com/products/denver-hookahs-and-shisha-tobacco/>
17. Hi-techclub <https://hi-techclub.com/en/>
18. Holy Smoke Shisha Bar <https://holysmokeshishabar.com.cy/>
19. Hookah Canada <https://www.myhookah.ca/>
20. Hookah Guy <https://www.hookahguy.com/>
21. Hookah John <https://hookahjohn.com/>
22. Hookah Market <https://hookahmarket.com/>
23. Hookah Merch <https://www.hookahmerch.com/>
24. Hookah Paradise <https://hookahparadise.com/>
25. Hookah Set <https://www.hookahset.com/>
26. Hookah Shisha <https://www.hookah-shisha.com/>
27. Hookah Vault <https://www.hookahvault.com/>
28. Hookah Wholesalers <https://www.hookahwholesalers.com/>
29. Hookah Zone <https://shophookahzone.com/>
30. Hydro Brand <https://www.hydrobrand.us/c-21-hydro-nicotine-free-shisha-50g.aspx>
31. Icon Hookah <https://iconhookah.com/>
32. Kaloud <https://kaloud.com/>
33. Kaya Shisha <https://www.kaya-shisha.com/>
34. Khalil Mamoon <https://khalilmamoon.com/collections/hookahs>

35. Medwakh <https://www.medwakh.com/>
36. Mob Hookah <https://www.mobhookah.com/>
37. My Shopify <https://theme204-hookah.myshopify.com/>
38. Mya Hookah <https://myahookah.com/>
39. Oxide Hookah <https://www.oxidehookah.com/>
40. Pharaohs Hookahs <https://pharaohshookahs.com/collections/all-hookahs>
41. Premium Hookahs <https://premium-hookahs.com/>
42. Shisha Bucks USA <https://www.shishabucks.com/shop/>
43. Shisha Depot <https://shishadepot.ca/>
44. Shisha Gear <https://shishagear.com/>
45. Shisha Mart <https://shishamart.ca/>
46. Shisha Original <https://shishaoriginal.com/en/>
47. Shisha Steamulation <https://shisha-steamulation.de/en/store/>
48. Shop Overdozz <https://shopoverdozz.com/collections/shisha>
49. Shop Starbuzz <https://shopstarbuzz.com/>
50. Shopdop <https://shopdop.in/>
51. Smoke Shop in Dallas <https://smokeshopindallas.com/hookah-shisha-store-plano-tx/>
52. South Smoke <https://www.southsmoke.com/>
53. Texas Hookah <https://www.texashookah.com/>
54. Texas Hookah Premium <https://www.texashookahpremium.com/>
55. The Hookah Lab <https://thehookahlab.com/>
56. The Hookah Shop <https://thehookahshop.com/>
57. The Shisha Shop <https://www.theshishashop.com/>
58. Tobaccos of Hawaii <https://www.tobaccosofhawaii.com/content/hookahs-and-shisha>
59. UENI Website <https://hook-it-up-hookah.ueniweb.com/products/smoking/elite-rising-hookah-50649536>
60. Vapospy <https://www.vapospy.com/p/stundenglass-gravity-hookah>
61. World Hookah Market <https://worldhookahmarket.com/>
62. World of Shisha <https://www.worldofshisha.com.au/>
63. X-hale Hookah <https://www.hookahomaha.com/online-store>
64. Zahrah USA <https://zahrahusa.com/>

2. Business intelligence resources

Based on various business intelligence resources, we studied the websites of the following companies, and snapshots of their homepages are available on eScholarship.org⁵.

	Company	URL
1.	Al Fakher	https://alfakher.com/en-us/
2.	Al Rayan Hookah Tobacco	https://www.alrayanmolasses.com/en/Home
3.	Al-Amir Tobacco	https://alamirtobacco.com/
4.	Alchemist Tobacco	https://www.instagram.com/alchemisttobacco/
5.	Altawareg Shisha Tobacco	https://www.instagram.com/altawaregshisha/
6.	Alwaha-Tobacco	https://alwaha-tobacco.com/
7.	Cloud Tobacco	http://www.cloudtobacco.com/
8.	Dekang	https://www.dekangbio.com/
9.	Eastern Company*	https://www.easternegypt.com/?lang=en
10.	Fantasia Company	https://www.fantasiacompany.com/
11.	Flavors of Americas	https://www.foa.com.py/en/
12.	Fumari	https://www.fumari.com/
13.	Godfrey Phillips India*	https://www.godfreyphillips.co.in/
14.	Haze Tobacco	https://hazetobacco.com/
15.	Mazaya	https://officialmazayafamily.com/ (USA distributor)
16.	Mujeeb Sons	https://mujeebsons.com/index.php
17.	Nakhla Tobacco (Japan Tobacco Inc.**)	https://nakhla.com/
18.	Prince Molasses	http://www.prince-molasses.com/web/index.aspx
19.	Romman Shisha	https://rommanshisha.weebly.com/
20.	Social Smoke	https://www.socialsmoke.com/
21.	SOEX	https://soex.com/
22.	Starbuzz Tobacco	https://starbuzztobacco.com/
23.	Ugly Hookah	https://uglyhookah.com/

* According to Research and Markets business intelligence source, both Philip Morris International (PMI) and British American Tobacco (BAT) are active in the waterpipe tobacco

market⁶. Additionally, according to Data Bridge Market Research, Godfrey Phillips India Ltd (GPI) is involved in the shisha tobacco business⁷. We also know that PMI owns minority stakes in GPI⁸. GPI's product portfolio only includes cigarettes, leaf and cut tobacco, and confectionery, without mentioning shisha or waterpipe tobacco⁹. Eastern Tobacco Company produces waterpipe tobacco and common brands of transnational tobacco companies¹⁰.

** In 2013, Japan Tobacco Inc. acquired Nakhla Tobacco Company, a major waterpipe tobacco manufacturer present in Egypt and exports to 85 countries, primarily in the Middle East and North Africa^{11,12}.

B-A preliminary list of networks, trade associations, or interest groups

These organizations can be the subject of further research.

1. National Hookah Community Association
<https://www.nationalhookah.com/>
2. European Shisha Community Alliance
<https://shishaalliance.org/>
3. Hookah Chamber of Commerce
<https://www.hookahchamber.com/>
<https://www.facebook.com/hookahchamber>
4. Hookah University
<https://www.hookah-university.com/>
5. Hookah / Shisha Guides and Reviews
<https://www.hookah.org/>
6. World Shisha Dubai
<https://worldshishaevents.com/>
7. Hookah Battle
<https://hookahbattle.com/en/>
<https://www.youtube.com/@hookahbattle>
8. Shisha Network
<https://shisha.network/>

9. Hookah Lounge Directory - Find Hookah Lounges - Trusted Hookah Lounge Reviews Formerly, Hookah Exclusive Magazine
<https://www.hookahlounges.org/>
10. Shisha and Hookah Community iOS app
<https://apps.apple.com/us/app/shisha-and-hookah-community/id1608081348>

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<https://web.archive.org/web/20240812221902/https://www.snapagency.com/anatomy-of-a-google-search-engine-results-page-serp/>
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<https://web.archive.org/web/20240902102757/https://www.researchandmarkets.com/report/hookah-tobacco#tag-pos-2>

7. Shisha Tobacco Market Forecast, Share, Strategies, Scope, Overview | Data Bridge Market Research. Accessed September 2, 2024.
<https://web.archive.org/web/20240902104009/https://www.databridgemarketresearch.com/reports/global-shisha-tobacco-market>
8. “Godfrey Phillips India.” Wikipedia, The Free Encyclopedia. Accessed July 22, 2024.https://en.wikipedia.org/w/index.php?title=Godfrey_Phillips_India&oldid=1216805298
9. Godfrey Phillips India Ltd. Accessed September 2, 2024.
<https://web.archive.org/web/20240901052711/https://www.godfreyphillips.co.in/>
10. Towards understanding the Waterpipe Industry in the Middle East | WHO FCTC. Published April 7, 2021. Accessed July 24, 2024.
<https://extranet.who.int/fctcapps/fctcapps/fctc/kh/wts/news/towards-understanding-waterpipe-industry-middle-east>
11. JTI completes acquisition of a leading waterpipe tobacco (Shisha) company. Accessed July 22, 2024. <https://web.archive.org/web/20240411103821/https://www.jti.com/news-views/newsroom/jti-completes-acquisition-leading-waterpipe-tobacco-shisha-company>
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