



Cigarettes in India

July 2024

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Cigarettes in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased office occupancy, moderate price hikes, and focus on premiumisation aids the growth of cigarettes in India
ITC Ltd leads the oligopolistic cigarettes category in the country, on the back of a robust portfolio and vast distribution
Marlboro brand grows significantly on the back of the use of Flue-Cured Virginia (FCV) tobacco, affordability, and availability

PROSPECTS AND OPPORTUNITIES

Inflation for Flue-Cured Virginia (FCV) tobacco could impede the momentum of the category
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