



# Cigars, Cigarillos and Smoking Tobacco in Pakistan

June 2024

Table of Contents

## Cigars, Cigarillos and Smoking Tobacco in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Niche, wealthy consumer base for cigars  
Availability in high-end urban centres  
Imperial Tobacco leads a highly consolidated competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Continuing moderate volume growth over forecast period  
Rising e-commerce sales  
Gradual shift away from traditional tobacco products

#### CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023  
Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023  
Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023  
Table 5 - Sales of Cigars by Size: % Volume 2018-2023  
Table 6 - Sales of Cigarillos by Price Platform 2018-2023  
Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023  
Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023  
Table 9 - NBO Company Shares of Cigars: % Volume 2019-2023  
Table 10 - LBN Brand Shares of Cigars: % Volume 2020-2023  
Table 11 - NBO Company Shares of Cigarillos: % Volume 2019-2023  
Table 12 - LBN Brand Shares of Cigarillos: % Volume 2020-2023  
Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2019-2023  
Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023  
Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2019-2023  
Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023  
Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023  
Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023  
Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023  
Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2018-2023  
Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028  
Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028  
Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028  
Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

## Tobacco in Pakistan - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for tobacco?

### OPERATING ENVIRONMENT

Legislation  
Legislative overview  
Summary 1 - Legislation Summary at a Glance  
Minimum legal smoking age

Smoking prevalence  
Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
Point-of-sale display bans  
Smoking in public places  
Low ignition propensity (LIP) cigarette regulation  
Flavoured tobacco product ban  
Reduced harm  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 25 - Number of Adult Smokers by Gender 2018-2023

## MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2018-2023

Table 27 - Sales of Tobacco by Category: Value 2018-2023

Table 28 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 29 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 30 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 31 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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