

# Cigarettes in South Africa

June 2025

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## Cigarettes in South Africa - Category analysis

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#### 2024 DEVELOPMENTS

Increasing competition from illicit market and alternative products

JT International sees growth, but British American Tobacco remains dominant

Supermarkets dominates sales, but only food/drink/tobacco specialists sees growth

#### PROSPECTS AND OPPORTUNITIES

Changing norms and lack of innovation

Stricter regulations to limit potential for growth

Lack of innovation expected to continue

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