



Cigarettes in China

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Premiumisation counters the downward trend in smoking prevalence
- CNTC holds majority share benefitting from monopoly status
- Small local grocers lead distribution as tobacco specialists gain traction

PROSPECTS AND OPPORTUNITIES

- Moderate growth expected for cigarettes in China
- Polarisation of consumption is likely to intensify over the forecast period
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DISCLAIMER

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