



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Pakistan

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affluent consumer base supports growth of cigars
Imperial leads a highly consolidated competitive landscape
Key role of specialist retailers and e-commerce

PROSPECTS AND OPPORTUNITIES

Niche market with growth potential
Development of cigar lounges
Changes in product preferences

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024
Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024
Table 5 - Sales of Cigars by Size: % Volume 2019-2024
Table 6 - Sales of Cigarillos by Price Platform 2019-2024
Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024
Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024
Table 9 - NBO Company Shares of Cigars: % Volume 2020-2024
Table 10 - LBN Brand Shares of Cigars: % Volume 2021-2024
Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024
Table 12 - LBN Brand Shares of Cigarillos: % Volume 2021-2024
Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024
Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024
Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024
Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024
Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024
Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024
Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024
Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024
Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029
Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029
Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Tobacco in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture
2024 key trends
Competitive landscape
Retail 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 2019-2024

MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2019-2024

Table 27 - Sales of Tobacco by Category: Value 2019-2024

Table 28 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 29 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 30 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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