



Euromonitor  
International

# Cigars, Cigarillos and Smoking Tobacco in Malaysia

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigars, cigarillos and smoking tobacco see retail volume decline in 2023

Fine cut tobacco leverages wide array and price benefits to post the fastest retail volume growth in 2023

International players lead cigars and cigarillos in 2023

#### PROSPECTS AND OPPORTUNITIES

Price advantage, wide choice and stronger distribution will drive fine cut tobacco sales

Economic improvement and channel expansion are key factors for an upturn in cigars

Players set to look to off-centre marketing initiatives

#### CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

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Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

## Tobacco in Malaysia - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Point-of-sale display bans  
Smoking in public places  
Flavoured tobacco product ban  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

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## SOURCES

Summary 2 - Research Sources

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