



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Nigeria

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Elevated inflation weighs on consumption
- Affordability a key advantage for Scandinavian Tobacco Nigeria Ltd
- Grocery retailers grow in importance as a distribution channel

PROSPECTS AND OPPORTUNITIES

- Economic stabilisation will buoy demand
- Cigars, cigarillos and smoking tobacco will grow in popularity as an alternative to cigarettes
- Innovation likely to focus on flavour

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Tobacco in Nigeria - Industry Overview

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- What next for tobacco?

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DISCLAIMER

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