



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Australia

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stricter regulations and rising prices accelerate category decline
Established leaders adapt to price pressures and regulatory shifts
Supermarkets dominate distribution as small grocers lose relevance

PROSPECTS AND OPPORTUNITIES

Price pressure and social shifts accelerate decline
Limited alternatives reinforce downward trajectory
Standardised packaging and regulations constrain innovation

CATEGORY DATA

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- 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
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Tobacco in Australia - 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
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 25 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

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

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

DISCLAIMER

SOURCES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-australia/report.