

# Cigarettes in South Africa

June 2023

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## Cigarettes in South Africa - Category analysis

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#### 2022 DEVELOPMENTS

Illicit trade still accounting for a quarter of cigarette sales in 2022

Tobacco supply problems and industry restructuring due to pandemic-induced illicit sales boom

Further cigarette declines expected in the face of competition from new-generation products

#### PROSPECTS AND OPPORTUNITIES

Tough climate for cigarette players

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Health and wellness trends will negatively impact cigarette sales

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