

# Cigarettes in India

August 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Pent-up demand and tax stability aid growth of cigarettes

ITC Ltd maintains the lion's share of sales, with Godfrey Philips and VST Industries completing the oligopoly

VST Industries Ltd has carved a niche for itself on the back of affordability and localisation of flavours

#### PROSPECTS AND OPPORTUNITIES

Cigarettes is expected to decline on the back of taxation, regulation, and inflation

India's consumer expenditure dictates consumption pattern

High illicit consumption continues to challenge industry stakeholders

#### TAXATION AND PRICING

Taxation rates

Summary 1 - Taxation and Duty Levies as of 2022

Average cigarette pack price breakdown

Summary 2 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2017-2022

Table 2 - Sales of Cigarettes by Category: Value 2017-2022

Table 3 - Sales of Cigarettes: % Volume Growth 2017-2022

Table 4 - Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 5 - Sales of Cigarettes by Blend: % Volume 2017-2022

Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 8 - Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 9 - Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 10 - NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 11 - LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 14 - Forecast Sales of Cigarettes: Volume 2022-2027

Table 15 - Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

## Tobacco in India - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

Tax stability aids the growth of tobacco, but illicit trade remains a big challenge for the industry

Foreign direct investment remains banned and domestic manufacturers continue to dominate

Retailing developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

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 23 - Number of Adult Smokers by Gender 2017-2022

## MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2017-2022

Table 25 - Sales of Tobacco by Category: Value 2017-2022

Table 26 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 27 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 28 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 29 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 4 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigarettes-in-india/report](http://www.euromonitor.com/cigarettes-in-india/report).