



Tobacco in India

July 2024

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Increased office occupancy, moderate price hikes, and focus on premiumisation aids the growth of cigarettes in India

ITC Ltd leads the oligopolistic cigarettes category in the country, on the back of a robust portfolio and vast distribution

Marlboro brand grows significantly on the back of the use of Flue-Cured Virginia (FCV) tobacco, affordability, and availability

PROSPECTS AND OPPORTUNITIES

Inflation for Flue-Cured Virginia (FCV) tobacco could impede the momentum of the category

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Manufacturers feel that uniform taxation is the biggest impediment to sales of cigars and cigarillos

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