

# Cigars, Cigarillos and Smoking Tobacco in Pakistan

June 2024

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## Cigars, Cigarillos and Smoking Tobacco in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Niche, wealthy consumer base for cigars  
Availability in high-end urban centres  
Imperial Tobacco leads a highly consolidated competitive landscape

#### PROSPECTS AND OPPORTUNITIES

Continuing moderate volume growth over forecast period  
Rising e-commerce sales  
Gradual shift away from traditional tobacco products

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Competitive landscape  
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What next for tobacco?

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Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
Point-of-sale display bans  
Smoking in public places  
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