

# Cigarettes in Pakistan

July 2023

Table of Contents

## Cigarettes in Pakistan - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Modern, non-tobacco options on the rise

Cheaper brands gain attention

Rising consumer health awareness dampens demand

## PROSPECTS AND OPPORTUNITIES

Financial freedom increases smoking prevalence among the adult female population

Illicit trade activity cannibalises legal category share

Federal Excise Duty increase has implications for the industry

## TAXATION AND PRICING

Taxation rates

Table 1 - Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

## **CATEGORY DATA**

- Table 2 Sales of Cigarettes: Volume 2017-2022
- Table 3 Sales of Cigarettes by Category: Value 2017-2022
- Table 4 Sales of Cigarettes: % Volume Growth 2017-2022
- Table 5 Sales of Cigarettes by Category: % Value Growth 2017-2022
- Table 6 Sales of Cigarettes by Blend: % Volume 2017-2022
- Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022
- Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022
- Table 9 Sales of Cigarettes by Pack Size: % Volume 2017-2022
- Table 10 Sales of Cigarettes by Price Band: % Volume 2017-2022
- Table 11 NBO Company Shares of Cigarettes: % Volume 2018-2022
- Table 12 LBN Brand Shares of Cigarettes: % Volume 2019-2022
- Table 13 Sales of Cigarettes by Distribution Format: % Volume 2017-2022
- Table 14 Illicit Trade Estimate of Cigarettes: Volume 2017-2022
- Table 15 Forecast Sales of Cigarettes: Volume 2022-2027
- Table 16 Forecast Sales of Cigarettes by Category: Value 2022-2027
- Table 17 Forecast Sales of Cigarettes: % Volume Growth 2022-2027
- Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027
- Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027
- Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027
- Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027
- Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027
- Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

## Tobacco in Pakistan - Industry Overview

## EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

## OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - 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

Reduced harm

Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2017-2022

## MARKET DATA

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

Table 26 - Sales of Tobacco by Category: Value 2017-2022

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

Table 28 - Sales of Tobacco by Category: % Value Growth 2017-2022

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

Table 30 - Forecast Sales of Tobacco by Category: Value 2022-2027

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

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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## **SOURCES**

Summary 3 - Research Sources

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