

Cigars, Cigarillos and Smoking Tobacco in Pakistan

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

A cigar is an indulgence product for the rich
Presence in specialist retailers and upscale supermarkets
Imperial Tobacco leads a highly consolidated competitive landscape

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Federal Excise Duty on tobacco to affect cigar sales
Lack of clear regulation for cigars
Ageing consumer demographic and an inability to attract young adults to limit growth prospects

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Smoking prevalence
Tar levels
Health warnings
Plain packaging
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