

Cigars, Cigarillos and Smoking Tobacco in Kazakhstan

June 2023

Table of Contents

Cigars, Cigarillos and Smoking Tobacco in Kazakhstan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars strong performer in 2022

Marginal increase in volume sales of pipe tobacco

High inflation leads to boost for fine cut tobacco

PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period

Tobacco specialist retailers likely to remain dominant

Pipe tobacco could leverage its more natural positioning

CATEGORY DATA

- Table 1 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022
- Table 2 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022
- Table 3 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022
- Table 4 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022
- Table 5 Sales of Cigars by Size: % Volume 2017-2022
- Table 6 Sales of Cigarillos by Price Platform 2017-2022
- Table 7 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022
- Table 8 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022
- Table 9 NBO Company Shares of Cigars: % Volume 2018-2022
- Table 10 LBN Brand Shares of Cigars: % Volume 2019-2022
- Table 11 NBO Company Shares of Cigarillos: % Volume 2018-2022
- Table 12 LBN Brand Shares of Cigarillos: % Volume 2019-2022
- Table 13 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022
- Table 14 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022
- Table 15 NBO Company Shares of Pipe Tobacco: % Volume 2018-2022
- Table 16 LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022
- Table 17 NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022
- Table 18 LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022
- Table 19 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022
- Table 20 Distribution of Smoking Tobacco by Format: % Volume 2017-2022
- Table 21 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027
- Table 22 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027
- Table 23 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027
- Table 24 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

Tobacco in Kazakhstan - 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 1 - 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

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 25 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

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

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

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

Table 29 - Sales of Tobacco by Category: % Value Growth 2017-2022

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

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

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

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - 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 focusing 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/cigars-cigarillos-and-smoking-tobacco-in-kazakhstan/report.