

# Cigarettes (Illicit+Legal) in South Africa

June 2023

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## Cigars, Cigarillos and Smoking Tobacco in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Fine cut tobacco demand increases as price-sensitivity rises  
Cigarillos offer diverse flavours, cigar demand declining  
Bongani Cigars and Santa Bras emerge with lower-priced products

#### PROSPECTS AND OPPORTUNITIES

Health-conscious consumers will put pressure on cigars, cigarillos and pipe tobacco  
Brand loyalty central to longevity as tobacco control measures increase  
International players dominate despite inflation, increasing import costs and rising prices

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## Tobacco in South Africa - Industry Overview

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Competitive landscape  
Retailing developments  
What next for tobacco?

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Tar levels  
Health warnings  
Plain packaging  
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