

Cigars, Cigarillos and Smoking Tobacco in Tunisia

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

First official imported brand of pipe tobacco available in 2022
Increased production of local cigars leads to healthy volume increase
Value sales for cigarillos still negligible

PROSPECTS AND OPPORTUNITIES

Rosy outlook for pipe tobacco
Further launch of other global pipe tobacco brands over forecast period
Cigars registers healthy volume growth, in spite of challenges

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 - NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022
Table 7 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022
Table 8 - NBO Company Shares of Cigars: % Volume 2018-2022
Table 9 - LBN Brand Shares of Cigars: % Volume 2019-2022
Table 10 - NBO Company Shares of Cigarillos: % Volume 2018-2022
Table 11 - LBN Brand Shares of Cigarillos: % Volume 2019-2022
Table 12 - NBO Company Shares of Smoking Tobacco: % Volume 2018-2022
Table 13 - LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022
Table 14 - NBO Company Shares of Pipe Tobacco: % Volume 2018-2022
Table 15 - LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022
Table 16 - Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022
Table 17 - Distribution of Smoking Tobacco by Format: % Volume 2017-2022
Table 18 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027
Table 19 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027
Table 20 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027
Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

Tobacco in Tunisia - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
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
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 22 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 23 - Sales of Tobacco by Category: Volume 2017-2022

Table 24 - Sales of Tobacco by Category: Value 2017-2022

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

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

Table 27 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 28 - Forecast Sales of Tobacco by Category: Value 2022-2027

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

Table 30 - 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 focussing 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-tunisia/report.