



KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Value-Seeking Consumers Drive Growth in Lebanon'S Cigarette Market

Value Brands Gain Share as Affordability Drives Cigarette Purchases

Alternative Nicotine Products Intensify Competition for Cigarette Smokers

Chart 1 - Volume Sales 2020-2030

WHAT'S NEXT?

Cedars Attracts Trade-Down Smokers with Premium-Style Value Offers

Chart 2 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Regie and Philip Morris Strengthen Positions through Value and Innovation

Chart 3 - Company Shares 2025

Chart 4 - Brand Shares 2025

CHANNELS

Neighbourhood Dekkenes Sustain Leadership as Vape Hubs Expand Reach

Specialised Outlets Win over Heated Tobacco Users as E-Commerce Stalls

Chart 5 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 6 - Economic Context for Cigarettes

Chart 7 - Real GDP Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Cigarettes

Chart 10 - Population 2020-2030

Chart 11 - Population by Generation 2025

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EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Value-Focused Local Brands Drive Resilient Nicotine Growth

Alternative Nicotine Products Drive Category Growth

Economic Pressures Accelerate Shifts in Nicotine Preferences

Chart 12 - Volume Sales 2020-2030

Chart 13 - Volume Sales by Category 2025

WHAT'S NEXT?

Dual-Use Behaviour Reshapes the Future of Nicotine Consumption

Digital Convenience and Regulatory Oversight Will Reshape Nicotine Distribution
Businesses Compete through Scale, Compliance and Nicotine Portfolio Strength
Chart 14 - Forecast Volume Sales 2020-2030
Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Regie and Philip Morris Reinforce Leadership through Value and Innovation
Chart 16 - Company Shares 2025
Chart 17 - Brand Shares 2025

CHANNELS

Specialist Retailers and Digital Channels Gain Importance in Nicotine Distribution

ECONOMIC CONTEXT

Chart 18 - Economic Context for Nicotine
Chart 19 - Real GDP Growth 2020-2030
Chart 20 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 21 - Consumer Context for Nicotine
Chart 22 - Population 2020-2030
Chart 23 - Population by Generation 2025

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