Euromonitor International

Cigarettes in Cambodia

September 2026

Table of Contents

Cigarettes in Cambodia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Volume Sales of Cigarettes Stagnate, Driven by Affordability Pressures
Illicit Brands Like Oris Capture Share as Price-Sensitive Smokers Downtrade
Chart 1 - Volume Sales 2020-2030

WHAT'S NEXT?

Small Local Grocers Anticipated to Extend Reach as Price Pressures Drive Downtrading
Tighter E-Vapour Product Enforcement and Tax Changes Expected to Push Smokers to Illicit Supply
Chart 2 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Japan Tobacco International Outpaces Rivals as Illicit Trade Pressures Incumbents
Chart 3 - Company Shares 2025
Chart 4 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Sales through Rural Reach and Credit
Illicit Online Sales Grow as Younger Demographics Seek E-Vapour Products on Social Media
Chart 5 - Retail Channels 2020-2025

TAXATION AND PRICING

Taxation Rates
Average Cigarette Pack Price Breakdown
Chart 6 - Cigarette Price Band Definitions

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigarettes
Chart 8 - Real Gdp Growth 2020-2030
Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigarettes
Chart 11 - Population 2020-2030
Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Nicotine in Cambodia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Consumer Demand for Low-Cost Products and Lack of Modern Alternatives Drives Volume Stagnation
Low-Priced Cigarettes Capture Smokers as Alternatives Remain Restricted
Chart 14 - Volume Sales 2020-2030
Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Low-Cost Cigarette Brands Anticipated to Maintain Dominance as Alternatives Stall
Rural Consumers Expected to Drive Demand for Affordable Single-Stick Sales
Chart 16 - Forecast Volume Sales 2020-2030
Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Japan Tobacco International Builds Share as Rivals Lose Ground
Chart 18 - Analyst Insight for Nicotine
Chart 19 - Company Shares 2025
Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Capture Rural Smokers as Supermarkets Attract Premium Buyers
Lack of Online Nicotine Sales Keeps Focus on Traditional Outlets

PRODUCTS

Convenience and Demographic Shifts Reshape Product Priorities
Incremental Adaptation Defines the Innovation Landscape
Operational Investment Fills the Gap Left by Format Restrictions

OPERATING ENVIRONMENT

Legislation
Minimum Legal Smoking Age
Smoking Prevalence
Selling Hours
Point-Of-Sale Display Bans
Smoking in Public Places
Tar Levels
Vapour Products
Advertising and Sponsorship
Health Warnings
Chart 21 - Legislation Summary at a Glance

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine
Chart 23 - Real Gdp Growth 2020-2030
Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine
Chart 26 - Population 2020-2030
Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/cigarettes-in-cambodia/report.