



Euromonitor
International

Cigarettes in Uganda

September 2026

Table of Contents

Cigarettes in Uganda - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Uganda Revenue Authority Enforcement and Higher Taxes Pressure the Legal Cigarette Market

Consumer Downtrading Boosts Value Brands and Illicit Alternatives

Chart 1 - Volume Sales 2020-2030

WHAT'S NEXT?

Illicit Supply Leverages Price Sensitivity to Outpace Legal Brands

Regulatory Pressure Limits Growth Opportunities for Legal Operators

Chart 2 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Sportsman and Supermatch Secure Dominance as Affordability Drives Share Gains

Chart 3 - Company Shares 2025

Chart 4 - Brand Shares 2025

CHANNELS

Small Local Grocers Remain the Main Channel for Cigarette Sales

Retail E-Commerce Remains Negligible in Cigarette Distribution

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

COUNTRY REPORTS DISCLAIMER

Nicotine in Uganda - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Smokers Seek Cheaper Alternatives as Legal Nicotine Volumes Decline

Alternative Nicotine Products Attract Interest Despite Regulatory Restrictions

Illicit Supply Chains Expand as Consumers Abandon Premium Packs

Chart 12 - Volume Sales 2020-2030

Chart 13 - Volume Sales by Category 2025

WHAT'S NEXT?

Illicit Trade Drives Future Nicotine Market Growth

Enforcement Measures Shift Consumer Engagement to Informal Supply Networks

Household Spending Rises as Gdp Growth Fuels Persistent Demand

Chart 14 - Forecast Volume Sales 2020-2030

Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sportsman and Supermatch Defend Share as Price Sensitivity Intensifies

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Small Local Grocers Remain Backbone of Nicotine Retail

E-Commerce Growth Is Concentrated in Alternative Nicotine Products

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

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-uganda/report.