



Cigars, Cigarillos and Smoking Tobacco in Tanzania

September 2026

Cigars, Cigarillos and Smoking Tobacco in Tanzania - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Affluent Urban Consumers Drive Demand for Premium Cigar Experiences

Exclusive Lounges Use Social Media to Fuel Premium Product Uptake

Cigar Lounge Leverages Events and E-Commerce to Grow Loyalty

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Urban Demand for Flavoured Products to Lift Growth Amid Tightening Controls

Illicit Trade and Policy Shifts to Disrupt Formal Premium Experiences

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Swisher International Expands Imported Portfolio to Secure Leadership

CHANNELS

Tobacconists and Hotel Bars Bring Premium Cigars to Urban Elites

Cigar Lounge's E-Commerce Expands Access to Premium Experiences

ECONOMIC CONTEXT

Chart 5 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

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[Nicotine in Tanzania - Industry Overview](#)

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2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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Elf Bar and Disposable Vapes Attract Urban Consumers as Habits Shift

Zanzibar Targets Youth with Compliance Campaign as Illicit Trade Persists

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WHAT'S NEXT?

Mass-Market Tier to Drive Volumes as Inflation Sustains Value Demand

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Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tanzania Cigarette Co Extends Dominance as Rivals Target Affordability

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

CHANNELS

Local Grocers and Supermarkets Shift Purchasing Habits as Urbanisation Rises

Smoke Heaven Leverages Instagram and Delivery to Capture Urban Demand

Retail E-Commerce Expands Reach by Adapting to Legislation

PRODUCTS

Brand Architecture and Tiered Pricing Fuel Competitive Positioning

Flavoured Formats Extend the Category to New Consumer Segments

Regulatory Ambiguity Shapes Risk and Opportunity for New Formats

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Legislation

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ECONOMIC CONTEXT

Chart 21 - Economic Context for Nicotine

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

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