



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Myanmar

September 2026

Cigars, Cigarillos and Smoking Tobacco in Myanmar - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Near-Flat Volume Growth Reflects Imported Brands' Retreat and Local Distribution Expansion
Affordability Shapes Consumer Demand as Local Brands Prioritise Accessibility over Innovation
Cross-Format Consumption Repositions Cigars and Cigarillos as an Artisanal Lifestyle Statement

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Growth Is Expected to Remain Constrained by a Concentrated Consumer Base and Bifurcated Distribution Model
A Narrow Affluent Consumer Base Is Expected to Continue Limiting Growth Potential
The 2025 Union Tax Law Is Expected to Reinforce Demand for Affordable Pack Formats and Individual Sticks

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bravo and Peers Sustain Dominance Amid Limited Competition

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Supermarkets and Convenience Stores Secure Growth with Climate Control
Regulatory Barriers and Low Awareness Keep E-Commerce Marginal

ECONOMIC CONTEXT

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Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

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Chart 12 - Consumer Expenditure 2020-2030

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2025 Developments

KEY DATA INSIGHTS

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Stable Nicotine Demand Masks Widening Value-Led Polarisation

Inflation and Currency Depreciation Accelerate Migration Towards Budget Nicotine Products

Cross-Format Nicotine Consumption Increasingly Diverges across Income Groups

Chart 15 - Volume Sales 2020-2030

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WHAT'S NEXT?

Traditional Trade Penetration and Single-Stick Sales Are Expected to Sustain Steady Volume Growth

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Alternative Nicotine Products Are Expected to Drive Innovation-Led Growth

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Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Myanmar Japan Tobacco Co Strengthens Dominance as Rivals Lose Ground

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Traditional Trade Remains Central as Loose-Stick Sales Support Affordability

Specialist Vape Retailers Drive Digital Transformation for Premium and Alternative Brands

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Value and Experience Emerge as the Twin Drivers of Nicotine Innovation

Lord and Mevius Illustrate Diverging Paths to Nicotine Innovation

Plain Packaging Shifts Competitive Advantage Towards Product and Distribution Strategy

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Legislation

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Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Nicotine

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - Population by Generation 2025

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