

# Cigars, Cigarillos and Smoking Tobacco in South Africa

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## Cigars, Cigarillos and Smoking Tobacco in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Fine cut tobacco enjoys increasing consumer demand, based on value proposition  
Cigarillos supported by flavour offerings and pack sizes, appealing to wider range of consumers  
Cigar sales stabilise, due to mature consumer demand

#### PROSPECTS AND OPPORTUNITIES

International players will continue to dominate local cigars  
Pipe tobacco set to decline over forecast period, due to shrinking consumer base  
Higher levels of inflation and excise taxes expected over forecast period, with imported brands being the most impacted

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## Tobacco in South Africa - Industry Overview

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Competitive landscape  
Retailing developments  
What next for tobacco?

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Smoking prevalence  
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Health warnings  
Plain packaging  
Advertising and sponsorship  
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Smoking in public places  
Low ignition propensity (LIP) cigarette regulation  
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