



Cigarettes in Singapore

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price rises and regulation contribute to continued decline
- Philip Morris maintains its lead and extends its share
- Government heavily regulates distribution and extends no smoking zones

PROSPECTS AND OPPORTUNITIES

- Continued decline due to regulation and changing attitudes
- Support for quitting smoking set to help reduce smoking prevalence and sales
- Competition from alternative tobacco products

TAXATION AND PRICING

- Taxation rates
- Table 1 - Taxation and Duty Levies 2019-2024
- Average cigarette pack price breakdown
- Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

- Table 2 - Sales of Cigarettes: Volume 2019-2024
- Table 3 - Sales of Cigarettes by Category: Value 2019-2024
- Table 4 - Sales of Cigarettes: % Volume Growth 2019-2024
- Table 5 - Sales of Cigarettes by Category: % Value Growth 2019-2024
- Table 6 - Sales of Cigarettes by Blend: % Volume 2019-2024
- Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024
- Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024
- Table 9 - Sales of Cigarettes by Pack Size: % Volume 2019-2024
- Table 10 - Sales of Cigarettes by Price Band: % Volume 2019-2024
- Table 11 - NBO Company Shares of Cigarettes: % Volume 2020-2024
- Table 12 - LBN Brand Shares of Cigarettes: % Volume 2021-2024
- Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024
- Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024
- Table 15 - Forecast Sales of Cigarettes: Volume 2024-2029
- Table 16 - Forecast Sales of Cigarettes by Category: Value 2024-2029
- Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029
- Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029
- Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029
- Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029
- Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029
- Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029
- Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

EXECUTIVE SUMMARY

- Tobacco in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2019-2024

Table 26 - Sales of Tobacco by Category: Value 2019-2024

Table 27 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 28 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 29 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 30 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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