



Tobacco in New Zealand

July 2025

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- BAT continues to lead cigarettes in 2024
- Supermarkets remains the leading channel for cigarettes

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Cigars, Cigarillos and Smoking Tobacco in New Zealand

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Volume decline across cigars, cigarillos and smoking tobacco due to cost-of-living pressures and health concerns
Philip Morris leads cigars and cigarillos in 2024
Differentiated channel dynamics across cigars, cigarillos and smoking tobacco

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Competitive landscape remains highly fragmented despite focus from traditional tobacco players

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PROSPECTS AND OPPORTUNITIES

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