



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in New Zealand

July 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Volume growth set to continue declining over forecast period
Regulatory settings to impact the category, albeit less severely than cigarettes
Economic recovery could provide opportunities for cigars and cigarillos

CATEGORY DATA

- Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
- Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
- Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024
- Table 5 - Sales of Cigars by Size: % Volume 2019-2024
- Table 6 - Sales of Cigarillos by Price Platform 2019-2024
- Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024
- Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024
- Table 9 - NBO Company Shares of Cigars: % Volume 2020-2024
- Table 10 - LBN Brand Shares of Cigars: % Volume 2021-2024
- Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024
- Table 12 - LBN Brand Shares of Cigarillos: % Volume 2021-2024
- Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024
- Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024
- Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024
- Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024
- Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024
- Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024
- Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024
- Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024
- Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029
- Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Tobacco in New Zealand - Industry Overview

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 1 - 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
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 25 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

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

Table 27 - Sales of Tobacco by Category: Value 2019-2024

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

Table 29 - Sales of Tobacco by Category: % Value Growth 2019-2024

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

Table 31 - Forecast Sales of Tobacco by Category: Value 2024-2029

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

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-new-zealand/report.