



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Pakistan

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Premium and Occasion-Based Consumption Supports Resilience Despite Economic Pressure
Cross-Format Consumption Reinforces the Role of Cigars as an Occasional Premium Purchase
Alternative Nicotine Formats Compete for Premium Nicotine Spending

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Tobacco Is Forecast to Remain Resilient as Fiscal Pressure Reinforces Its Niche Positioning
Alternative Nicotine Formats Are Expected to Intensify Competition for Affluent Nicotine Consumers
Digital Retail Is Projected to Broaden Access to Imported Premium Brands

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Volume Remains Concentrated around a Small Number of Established International Brands
Brand Equity and Specialist Distribution Reinforce Competitive Advantages

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialist Retailers Reinforce Premium Positioning
Online Platforms Broaden Access to Imported Premium Brands

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Pakistan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Cigarette Contraction Continues to Outweigh Strong Growth in Alternative Nicotine Formats

Declining Smoking Prevalence Continues to Erode the Traditional Cigarette Consumer Base
Alternative Nicotine Products Gain Momentum as Consumers Seek Modern and Affordable Alternatives
Chart 14 - Volume Sales 2020-2030
Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Nicotine Volumes Are Projected to Recover as Alternative Formats Offset Cigarette Decline
Alternative Nicotine Formats Are Set to Drive Category Expansion beyond Major Urban Centres
Regulatory Developments Are Anticipated to Strengthen the Position of Compliant Market Leaders
Chart 16 - Analyst Insight for Nicotine
Chart 17 - Forecast Volume Sales 2020-2030
Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pakistan Tobacco Co Ltd Maintains Leadership as Value Brands and Smoke-Free Formats Strengthen Their Position
Portfolio Adaptation and Value Positioning Support Share Gains
Chart 19 - Company Shares 2025
Chart 20 - Brand Shares 2025

CHANNELS

Affordability and Accessibility Sustain the Dominance of Traditional Nicotine Retail
Digital Retail and Specialist Vape Stores Broaden Access to Alternative Nicotine Products

PRODUCTS

Portfolio Diversification and Export Ambitions Reshape Product Innovation
Omni, Velo and Iqos Illustrate Evolving Approaches to Category Development
Compliance and Portfolio Breadth Strengthen Competitive Advantage

OPERATING ENVIRONMENT

Legislation
Chart 21 - 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

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine
Chart 23 - Real Gdp Growth 2020-2030
Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine
Chart 26 - Population 2020-2030

COUNTRY REPORTS DISCLAIMER

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-pakistan/report.