

## **Cigarettes in Pakistan**

Market Direction | 2022-07-26 | 24 pages | Euromonitor

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### **Report description:**

Smoking prevalence among the adult population in Pakistan decreased slightly in 2021 amid ongoing attempts by the government to lower it by issuing tax hikes, notably raising the average unit price of cigarettes per stick. The price increases caused consumers of cigarettes to shift towards cheaper brands in 2021. For example, consumers of Rothmans migrated towards the more affordably priced brand, Capstan By Pall Mall. Also, as the price of John Player Gold Leaf saw a surge and the brand shifted...

Euromonitor International's Cigarettes in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cigarettes market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Cigarettes in Pakistan  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### CIGARETTES IN PAKISTAN

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Consumers shift towards cheaper brands of cigarettes as tax increases lead to price rises

Philip Morris (Pakistan) launches Parliament at the lowest possible price point

Price hike in cigarettes is mainly due to taxes

##### PROSPECTS AND OPPORTUNITIES

Regulations anticipated to tackle illicit volume

Increase expected in the female smoking population

High tar yield expected to remain popular due to lack of legislation

##### TAXATION AND PRICING

##### Taxation rates

Summary 1 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 2 Average Cigarette Pack Price Breakdown: Brand Examples

##### CATEGORY DATA

Table 1 Sales of Cigarettes: Volume 2016-2021

Table 2 Sales of Cigarettes by Category: Value 2016-2021

Table 3 Sales of Cigarettes: % Volume Growth 2016-2021

Table 4 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 5 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 6 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 7 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 8 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 9 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 10 NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 11 LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 12 Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 13 Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 14 Forecast Sales of Cigarettes: Volume 2021-2026

Table 15 Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 16 Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 17 Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 18 Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 19 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 20 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 21 Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 22 Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

##### TOBACCO IN PAKISTAN

##### EXECUTIVE SUMMARY

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Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3      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

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 23 Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 24 Sales of Tobacco by Category: Volume 2016-2021

Table 25 Sales of Tobacco by Category: Value 2016-2021

Table 26 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 27 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 28 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 29 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 30 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 31 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

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SOURCES

Summary 4 Research Sources

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