

## **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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Euromonitor International  
July 2022

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##### TOBACCO IN PAKISTAN

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