

## **Cigarettes in India**

Market Direction | 2022-08-26 | 25 pages | Euromonitor

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### **Report description:**

In 2020, cigarette volumes witnessed a significant decline, as these products were deemed non-essential, which led to a halt to production and sales during the 41-day COVID-19 lockdown. By contrast, 2021 saw no such uniform lockdown, and personal mobility improved. Availability was not hampered for the most part, with the leading distribution channel, newsagent-tobacconists/kiosks, able to operate without any significant restrictions. However, the second and third waves of COVID-19, caused by th...

Euromonitor International's Cigarettes in India 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  
August 2022

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##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Cigarettes bounces back in 2021 on the back of a low base, increased mobility, and tax stability

Tobacco, including cigarettes, is among the last few industries that have not been disrupted by e-commerce in India

Illicit cigarettes continue to thrive in a price-sensitive market

##### PROSPECTS AND OPPORTUNITIES

Inflation and declining smoking prevalence to keep growth in cigarettes in check

Innovation through new product development continues to be an area of opportunity for cigarette manufacturers

Evolving regulations around labelling and packaging will continue to limit growth

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##### TOBACCO IN INDIA

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Tobacco in 2021: The big picture

Tax stability aids the recovery of tobacco products in 2021

Foreign direct investment remains banned and domestic manufacturers continue to dominate

Retailing developments

Tobacco volumes will struggle to achieve growth during the forecast period

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