

## **Cigarettes in India**

Market Direction | 2023-08-09 | 24 pages | Euromonitor

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### **Report description:**

With mobility returning to pre-COVID levels, the frequency of consumption occasions has increased. This has led to the fastest volume growth in a decade, primarily driven by India's sizable population of working individuals. As of 2022, according to Euromonitor's Economies and Consumers data, India is home to 316 million Millennials and 365 million Generation Z members, and this youth demographic has experienced a significant surge in consumerism as they returned to out-of-home lifestyles in 202...

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 2018-2022, 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 2027 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 India  
Euromonitor International  
October 2023

### List Of Contents And Tables

#### CIGARETTES IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Pent-up demand and tax stability aid growth of cigarettes

ITC Ltd maintains the lion's share of sales, with Godfrey Philips and VST Industries completing the oligopoly

VST Industries Ltd has carved a niche for itself on the back of affordability and localisation of flavours

##### PROSPECTS AND OPPORTUNITIES

Cigarettes is expected to decline on the back of taxation, regulation, and inflation

India's consumer expenditure dictates consumption pattern

High illicit consumption continues to challenge industry stakeholders

##### TAXATION AND PRICING

##### Taxation rates

Summary 1 Taxation and Duty Levies as of 2022

Average cigarette pack price breakdown

Summary 2 Average Cigarette Pack Price Breakdown: Brand Examples

##### CATEGORY DATA

Table 1 Sales of Cigarettes: Volume 2017-2022

Table 2 Sales of Cigarettes by Category: Value 2017-2022

Table 3 Sales of Cigarettes: % Volume Growth 2017-2022

Table 4 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 5 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 6 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 7 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 8 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 9 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 10 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 11 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 12 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 13 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 14 Forecast Sales of Cigarettes: Volume 2022-2027

Table 15 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 16 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 17 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 18 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 19 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 20 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 21 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 22 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

##### TOBACCO IN INDIA

##### EXECUTIVE SUMMARY

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Tobacco in 2022: The big picture

Tax stability aids the growth of tobacco, but illicit trade remains a big challenge for the industry

Foreign direct investment remains banned and domestic manufacturers continue to dominate

Retailing developments

What next for tobacco?

## OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3      Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 23 Number of Adult Smokers by Gender 2017-2022

## MARKET DATA

Table 24 Sales of Tobacco by Category: Volume 2017-2022

Table 25 Sales of Tobacco by Category: Value 2017-2022

Table 26 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 27 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 28 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 29 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 30 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 31 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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## SOURCES

Summary 4 Research Sources

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