

## **Cigarettes in South Africa**

Market Direction | 2024-06-17 | 26 pages | Euromonitor

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### **Report description:**

Despite the growing demand for e-vapour products, and the declining revenue and volumes of cigarettes in South Africa, the latter category continued to represent the largest value share within tobacco in 2023. In understanding this demographic, males represent the larger share of users when compared to females. This is an extension of historical stigmatism when women were prohibited from smoking, with the activity being undertaken as part of a masculine characteristic, and women expected to main...

Euromonitor International's Cigarettes in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

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Euromonitor International  
June 2024

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