

## **Tobacco & Tobacco Products in Australia**

Industry Report | 2025-12-25 | 45 pages | MarketLine

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### **Report description:**

Tobacco & Tobacco Products in Australia

#### Summary

Tobacco & Tobacco Products in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The tobacco & tobacco products market includes sales of cigarettes, smoking tobacco, smokeless tobacco, and cigars & cigarillos. The cigarettes segment includes filter cigarettes and plain cigarettes. The smoking tobacco segment covers snuff/snus and chewing tobacco products. The smokeless tobacco segment includes pipe tobacco and fine cut tobacco (FCT). The scope of the cigars & cigarillos segment includes large cigars and small cigars. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Australian tobacco & tobacco products market recorded revenues of \$9,188.7 million in 2024, representing a compound annual growth rate (CAGR) of 2.1% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 5.5% between 2019-24, reaching a total of 10,360.8 million pieces in 2024.
- The Australian tobacco & tobacco products market registered moderate growth during 2019-24, primarily driven by rising per capita incomes and an increasing number of smokers. Additionally, the busy lifestyles of individuals, resulting in long working hours, have significantly contributed to the demand for cigarettes in Australia.

#### Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the tobacco & tobacco products market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the tobacco & tobacco products market in Australia
- Leading company profiles reveal details of key tobacco & tobacco products market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Australia tobacco & tobacco products market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Australia tobacco & tobacco products market by value in 2024?
- What will be the size of the Australia tobacco & tobacco products market in 2029?
- What factors are affecting the strength of competition in the Australia tobacco & tobacco products market?
- How has the market performed over the last five years?
- Who are the top competitors in Australia's tobacco & tobacco products market?

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