



Tobacco in Ukraine

June 2025

Table of Contents

Tobacco in Ukraine

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 2 - Sales of Tobacco by Category: Volume 2019-2024

Table 3 - Sales of Tobacco by Category: Value 2019-2024

Table 4 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 5 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 6 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 7 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Cigarettes in Ukraine

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales rebound as illicit trade declines

PMI gains ground as BAT shifts focus to alternatives

Traditional trade retains dominance as e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Volume decline to continue as consumers shift to illicit products and modern alternatives
Industry responds to flavour ban with novel workarounds and premium blends
Chesterfield leads innovation with enlarged packs and new tobacco blends

TAXATION AND PRICING

Taxation rates

Table 10 - Taxation and Duty Levies 2019-2024

Average cigarette pack price breakdown

Summary 3 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 - Sales of Cigarettes: Volume 2019-2024

Table 12 - Sales of Cigarettes by Category: Value 2019-2024

Table 13 - Sales of Cigarettes: % Volume Growth 2019-2024

Table 14 - Sales of Cigarettes by Category: % Value Growth 2019-2024

Table 15 - Sales of Cigarettes by Blend: % Volume 2019-2024

Table 16 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024

Table 17 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024

Table 18 - Sales of Cigarettes by Pack Size: % Volume 2019-2024

Table 19 - Sales of Cigarettes by Price Band: % Volume 2019-2024

Table 20 - NBO Company Shares of Cigarettes: % Volume 2020-2024

Table 21 - LBN Brand Shares of Cigarettes: % Volume 2021-2024

Table 22 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024

Table 23 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024

Table 24 - Forecast Sales of Cigarettes: Volume 2024-2029

Table 25 - Forecast Sales of Cigarettes by Category: Value 2024-2029

Table 26 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029

Table 27 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029

Table 28 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029

Table 29 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029

Table 30 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029

Table 31 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029

Table 32 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

Cigars, Cigarillos and Smoking Tobacco in Ukraine

KEY DATA FINDINGS

2024 DEVELOPMENTS

Temporary growth masks long-term stagnation in cigars and cigarillos

Leading companies reinforce positions through premium segmentation and innovation

Tobacco specialists remain dominant while e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Stagnation expected across traditional formats, with fine cut tobacco as a possible outlier

Younger generations increasingly disengaged from traditional tobacco formats

Innovation limited, but hookah tobacco sees renewed activity through Adalya

CATEGORY DATA

Table 33 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024

Table 34 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024

Table 35 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024

Table 36 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024

Table 37 - Sales of Cigars by Size: % Volume 2019-2024

Table 38 - Sales of Cigarillos by Price Platform 2019-2024

Table 39 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024

Table 40 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024

Table 41 - NBO Company Shares of Cigars: % Volume 2020-2024

Table 42 - LBN Brand Shares of Cigars: % Volume 2021-2024

Table 43 - NBO Company Shares of Cigarillos: % Volume 2020-2024

Table 44 - LBN Brand Shares of Cigarillos: % Volume 2021-2024

Table 45 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024

Table 46 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024

Table 47 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024

Table 48 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024

Table 49 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024

Table 50 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024

Table 51 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024

Table 52 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024

Table 53 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029

Table 54 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029

Table 55 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029

Table 56 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Ukraine

KEY DATA FINDINGS

2024 DEVELOPMENTS

E-vapour products suffer steep decline following implementation of flavour ban, while heated tobacco continues to grow. Competitive landscape sees consolidation in heated tobacco and nicotine pouches, but fragmentation persists in e-vapour. E-commerce continues to expand in tobacco alternatives, supported by delivery infrastructure and consumer preferences.

PROSPECTS AND OPPORTUNITIES

Heated tobacco and nicotine pouches forecast strong growth, while e-vapour faces continued regulatory headwinds. Illicit and semi-legal trade expected to dominate e-vapour consumption in the absence of regulatory reform. JTI enters heated tobacco with Ploom X Advanced, heightening competition and accelerating innovation.

CATEGORY INDICATORS

Table 57 - Number of Adult Vapers 2019-2024

CATEGORY DATA

Table 58 - Sales of Smokeless Tobacco by Category: Volume 2019-2024

Table 59 - Sales of Smokeless Tobacco by Category: % Volume Growth 2019-2024

Table 60 - Sales of E-Vapour Products by Category: Volume 2019-2024

Table 61 - Sales of E-Vapour Products by Category: % Volume Growth 2019-2024

Table 62 - Sales of Tobacco Heating Devices: Volume 2019-2024

Table 63 - Sales of Tobacco Heating Devices: % Volume Growth 2019-2024

Table 64 - Sales of Heated Tobacco: Volume 2019-2024

Table 65 - Sales of Heated Tobacco: % Volume Growth 2019-2024

Table 66 - Sales of Tobacco Free Oral Nicotine: Volume 2019-2024

Table 67 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2024

Table 68 - Sales of Tobacco Free Oral Nicotine by Category: Value 2019-2024

Table 69 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2019-2024

Table 70 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024

Table 71 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024

Table 72 - Sales of E-Liquids by Nicotine Strength: % Value 2021-2024

Table 73 - NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024

Table 74 - LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024

Table 75 - NBO Company Shares of E-Vapour Products: % Value 2020-2024

Table 76 - LBN Brand Shares of E-Vapour Products: % Value 2021-2024

Table 77 - NBO Company Shares of Tobacco Heating Devices: % Volume 2020-2024

Table 78 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2021-2024

Table 79 - NBO Company Shares of Heated Tobacco: % Volume 2020-2024

Table 80 - LBN Brand Shares of Heated Tobacco: % Volume 2021-2024

Table 81 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2020-2024

Table 82 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2021-2024

Table 83 - Distribution of Smokeless Tobacco by Format: % Volume 2019-2024

Table 84 - Distribution of E-Vapour Products by Format: % Value 2019-2024

Table 85 - Distribution of Tobacco Heating Devices by Format: % Volume 2019-2024

Table 86 - Distribution of Heated Tobacco by Format: % Volume 2019-2024

Table 87 - Forecast Sales of Smokeless Tobacco by Category: Volume 2024-2029

Table 88 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2024-2029

Table 89 - Forecast Sales of E-Vapour Products by Category: Volume 2024-2029

Table 90 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2024-2029

Table 91 - Forecast Sales of Tobacco Heating Devices: Volume 2024-2029

Table 92 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2024-2029

Table 93 - Forecast Sales of Heated Tobacco: Volume 2024-2029

Table 94 - Forecast Sales of Heated Tobacco: % Volume Growth 2024-2029

Table 95 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2024-2029

Table 96 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2024-2029

Table 97 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2024-2029

Table 98 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2024-2029

Table 99 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029

Table 100 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029

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