



# Cigarettes in Nigeria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rampant inflation leads some to trade down to cheaper brands  
Leader British American Tobacco (Nigeria) Ltd faces increased competition from economy brands  
Small local grocers dominate distribution, but supermarkets are a growing presence

PROSPECTS AND OPPORTUNITIES

Strong population growth will underpin growth in retail volume sales  
Flavour capsule cigarettes will continue to grow in popularity – unless regulators intervene  
New product development will remain focused on flavour capsule cigarettes

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