



Euromonitor  
International

# Tobacco in India

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New products, moderate price hikes and increased office occupancy drive cigarette volumes

Godfrey Phillips India outpaces average retail volume growth in cigarettes through successful localisation and affordability strategies

The government's proposal to implement a track-and-trace (T&T) system is expected to help curb sales of illicit cigarettes in India

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Retail volume sales growth of cigarettes is expected to slow amidst inflation and regulation

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Cigars, Cigarillos and Smoking Tobacco in India

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Manufacturers see uniform taxation as the biggest impediment to sales of cigars and cigarillos

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