



# Cigarettes in India

November 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Retail volume sales growth of cigarettes is expected to slow amidst inflation and regulation  
Companies to continue driving innovation through flavour capsule cigarettes  
E-commerce, on the back of quick commerce, is expected to be the fastest-growing distribution channel

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