



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in the Philippines

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Steady Demand Driven by Local Economic Backdrop

Cigarillos Challenge Tax Pressures with Affordable Trade-Ups

Tabacalera Elevates Brand Perception through Experiential Marketing

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Tabacalera and Tabaqueria Set to Drive Growth by Expanding Product Lines

Broad Flavours Set to Ignite Cigarillo Growth

Digital Transformation and E-Commerce Expected to Boost Accessibility

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tabacalera Strengthens Lead with Brand Loyalty

Davidoff Attracts Affluent Smokers with Experiential Luxury

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialists Offer Curated Selections

E-Commerce Platforms Broaden Access to Niche Brands

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in the Philippines - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Philip Morris Expands Device Portfolio to Address Price Sensitivity

Relx Aligns with New Regulations to Drive Legal E-Vapour Growth

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

E-Vapour Brands to Expand Affordable Options to Attract Price-Conscious Users

Chart 16 - Analyst Insight for Nicotine

Tobacco Retailers to Embrace Multi-Channel Value and Maintain Consumer Spending

Regulatory Enforcement and Online Platforms to Drive Legal Product Adoption

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris and Jt International Strengthen Leadership as Nicotine Diversifies

New Entrants Reshape Market with Closed Systems and Heated Tobacco

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Sustain Cigarette Sales as E-Commerce Accelerates

PRODUCTS

Affordability and Design Versatility Drive Product Development

Regulatory Compliance Underpins a New Wave of Product Launches

Product Innovation Reshapes Competitive Performance and Market Dynamics

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - 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

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-the-philippines/report.