



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in New Zealand

July 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume decline across cigars, cigarillos and smoking tobacco due to cost-of-living pressures and health concerns
Philip Morris leads cigars and cigarillos in 2024
Differentiated channel dynamics across cigars, cigarillos and smoking tobacco

PROSPECTS AND OPPORTUNITIES

Volume growth set to continue declining over forecast period
Regulatory settings to impact the category, albeit less severely than cigarettes
Economic recovery could provide opportunities for cigars and cigarillos

CATEGORY DATA

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- Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
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Tobacco in New Zealand - Industry Overview

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

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MARKET DATA

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