



# Cigars, Cigarillos and Smoking Tobacco in Pakistan

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affluent consumer base supports growth of cigars  
Imperial leads a highly consolidated competitive landscape  
Key role of specialist retailers and e-commerce

PROSPECTS AND OPPORTUNITIES

Niche market with growth potential  
Development of cigar lounges  
Changes in product preferences

CATEGORY DATA

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Tobacco in Pakistan - 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  
Reduced harm  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

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## MARKET DATA

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## SOURCES

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