



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in India

July 2026

Table of Contents

Cigars, Cigarillos and Smoking Tobacco in India - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Rising Disposable Incomes Drive up Sticks Volume Despite Inflation

Cigars and Cigarillos Command All Measurable Volume as Smoking Tobacco Stalls

Higher Tobacco Spend Accelerates Sticks Volume Rebound for Cigars and Cigarillos

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Cigars and Cigarillos Anticipated to Sustain Steady Growth as Incomes Rise

Rising Spending and Stable Inflation Expected to Reinforce Product Resilience

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Godfrey Phillips India Sustains Lead as Rivals Lose Share

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialist Tobacco Retailers Drive Access as Supermarkets Remain Limited

Retail E-Commerce Remains Marginal as Regulation and Preference Limit Online Uptake

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 India - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Blinkit, Zepto and Swiggy Instamart Bridge Offline and Digital Sales

Cigarette Companies Accelerate Sales Ahead of Excise Duty Overhaul

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Cigarette Manufacturers Anticipated to Stagger Price Increases to Soften Volume Declines

Cigarettes Set to Maintain Dominance Even as Overall Nicotine Volumes Contract

Flavour Capsule Innovation Expected to Attract Younger Adults of Legal Smoking Age Amid Regulatory Pressure

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Itc Ltd Leverages Distribution and Brand Strength to Widen Share Lead

Chart 18 - Analyst Insight for Nicotine

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Single-Stick Sales as Modern Retail Adapts

Quick Commerce Leverages Urban Demand for Instant Fulfilment

PRODUCTS

Quick Commerce Platforms Drive Digital Transformation in Nicotine Sales

Flavour Capsule Innovation Secures Loyalty among Younger Adults

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Health Warnings

Plain Packaging

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

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

COUNTRY REPORTS DISCLAIMER

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-india/report.