



# Cigars, Cigarillos and Smoking Tobacco in Cameroon

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cigars and cigarillos struggle amid shisha boom
- Al Fakher dominates smoking tobacco with its extensive shisha portfolio
- Hospitality (on-trade) continues to grow in importance as a distribution channel

PROSPECTS AND OPPORTUNITIES

- Nightlife will remain a key growth driver
- Impact of shisha ban remains uncertain
- Novel flavours and reduced-harm offerings could find favour among local consumers

CATEGORY DATA

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Tobacco in Cameroon - 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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