

Cigars, Cigarillos and Smoking Tobacco in Pakistan

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Cigars, Cigarillos and Smoking Tobacco in Pakistan - Category analysis

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2023 DEVELOPMENTS

Niche, wealthy consumer base for cigars
Availability in high-end urban centres
Imperial Tobacco leads a highly consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Continuing moderate volume growth over forecast period
Rising e-commerce sales
Gradual shift away from traditional tobacco products

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Tobacco in Pakistan - Industry Overview

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Competitive landscape
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What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
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Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
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