



Cigarettes in South Africa

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing competition from illicit market and alternative products
JT International sees growth, but British American Tobacco remains dominant
Supermarkets dominates sales, but only food/drink/tobacco specialists sees growth

PROSPECTS AND OPPORTUNITIES

Changing norms and lack of innovation
Stricter regulations to limit potential for growth
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DISCLAIMER

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