



Euromonitor  
International

# Cigarettes in Malaysia

August 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Modest volume growth with gains for economy cigarettes
- JT International strengthens position against leader British American Tobacco
- Small local grocers gains share from convenience stores by offering affordability

PROSPECTS AND OPPORTUNITIES

- Trading down to sustain modest growth of legal cigarettes
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigarettes-in-malaysia/report](http://www.euromonitor.com/cigarettes-in-malaysia/report).