



Euromonitor
International

Cigarettes in Georgia

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Declining sales with the rising popularity of alternative products
- PMI leads with its premium brands
- Importance of accessibility and convenience

PROSPECTS AND OPPORTUNITIES

- Further decline expected with the ongoing shift in market dynamics
- Rising competition from smoking alternatives
- Limited innovation as manufacturers focus on ensuring compliance with the new packaging requirements

TAXATION AND PRICING

- Taxation rates
- Average cigarette pack price breakdown
- Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

- Table 1 - Sales of Cigarettes: Volume 2019-2024
- Table 2 - Sales of Cigarettes by Category: Value 2019-2024
- Table 3 - Sales of Cigarettes: % Volume Growth 2019-2024
- Table 4 - Sales of Cigarettes by Category: % Value Growth 2019-2024
- Table 5 - Sales of Cigarettes by Blend: % Volume 2019-2024
- Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024
- Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024
- Table 8 - Sales of Cigarettes by Pack Size: % Volume 2019-2024
- Table 9 - Sales of Cigarettes by Price Band: % Volume 2019-2024
- Table 10 - NBO Company Shares of Cigarettes: % Volume 2020-2024
- Table 11 - LBN Brand Shares of Cigarettes: % Volume 2021-2024
- Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024
- Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024
- Table 14 - Forecast Sales of Cigarettes: Volume 2024-2029
- Table 15 - Forecast Sales of Cigarettes by Category: Value 2024-2029
- Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029
- Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029
- Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029
- Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029
- Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029
- Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029
- Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

Tobacco in Georgia - 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 2 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Health warnings

Plain packaging

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 23 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2019-2024

Table 25 - Sales of Tobacco by Category: Value 2019-2024

Table 26 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 27 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 28 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 29 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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