



Euromonitor  
International

# Tobacco in New Zealand

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Table of Contents

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
- Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

- Table 1 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

- Table 2 - Sales of Tobacco by Category: Volume 2019-2024
- Table 3 - Sales of Tobacco by Category: Value 2019-2024
- Table 4 - Sales of Tobacco by Category: % Volume Growth 2019-2024
- Table 5 - Sales of Tobacco by Category: % Value Growth 2019-2024
- Table 6 - Forecast Sales of Tobacco by Category: Volume 2024-2029
- Table 7 - Forecast Sales of Tobacco by Category: Value 2024-2029
- Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029
- Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 2 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cost-of-living pressures and health concerns see cigarette sales fall
- BAT continues to lead cigarettes in 2024
- Supermarkets remains the leading channel for cigarettes

PROSPECTS AND OPPORTUNITIES

Cigarette volume sales predicted to continue declining  
New Zealand authorities set to continue clamping down on illicit cigarettes  
Cultural and social shifts will drive more consumers away from cigarettes

TAXATION AND PRICING

Taxation rates  
Average cigarette pack price breakdown  
Summary 3 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

- Table 10 - Sales of Cigarettes: Volume 2019-2024
- Table 11 - Sales of Cigarettes by Category: Value 2019-2024
- Table 12 - Sales of Cigarettes: % Volume Growth 2019-2024
- Table 13 - Sales of Cigarettes by Category: % Value Growth 2019-2024
- Table 14 - Sales of Cigarettes by Blend: % Volume 2019-2024
- Table 15 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024
- Table 16 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024
- Table 17 - Sales of Cigarettes by Pack Size: % Volume 2019-2024
- Table 18 - Sales of Cigarettes by Price Band: % Volume 2019-2024
- Table 19 - NBO Company Shares of Cigarettes: % Volume 2020-2024
- Table 20 - LBN Brand Shares of Cigarettes: % Volume 2021-2024
- Table 21 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024
- Table 22 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024
- Table 23 - Forecast Sales of Cigarettes: Volume 2024-2029
- Table 24 - Forecast Sales of Cigarettes by Category: Value 2024-2029
- Table 25 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029
- Table 27 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029
- Table 28 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029
- Table 29 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029
- Table 30 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029
- Table 31 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

Cigars, Cigarillos and Smoking Tobacco in New Zealand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume decline across cigars, cigarillos and smoking tobacco due to cost-of-living pressures and health concerns  
Philip Morris leads cigars and cigarillos in 2024  
Differentiated channel dynamics across cigars, cigarillos and smoking tobacco

PROSPECTS AND OPPORTUNITIES

Volume growth set to continue declining over forecast period  
Regulatory settings to impact the category, albeit less severely than cigarettes  
Economic recovery could provide opportunities for cigars and cigarillos

CATEGORY DATA

- Table 32 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
- Table 33 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
- Table 34 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024
- Table 35 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024
- Table 36 - Sales of Cigars by Size: % Volume 2019-2024
- Table 37 - Sales of Cigarillos by Price Platform 2019-2024

|                                                                                                            |
|------------------------------------------------------------------------------------------------------------|
| Table 38 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024                                 |
| Table 39 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024                                   |
| Table 40 - NBO Company Shares of Cigars: % Volume 2020-2024                                                |
| Table 41 - LBN Brand Shares of Cigars: % Volume 2021-2024                                                  |
| Table 42 - NBO Company Shares of Cigarillos: % Volume 2020-2024                                            |
| Table 43 - LBN Brand Shares of Cigarillos: % Volume 2021-2024                                              |
| Table 44 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024                                       |
| Table 45 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024                                         |
| Table 46 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024                                          |
| Table 47 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024                                            |
| Table 48 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024                                      |
| Table 49 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024                                        |
| Table 50 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024                             |
| Table 51 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024                                   |
| Table 52 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029          |
| Table 53 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029           |
| Table 54 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029 |
| Table 55 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029  |

## Smokeless Tobacco, E-Vapour Products and Heated Tobacco in New Zealand

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Strong category growth despite single-use vape ban  
 Competitive landscape remains highly fragmented despite focus from traditional tobacco players  
 Other non-grocery retailers remains the leading distribution channel in 2024

#### PROSPECTS AND OPPORTUNITIES

Despite increased regulatory focus, strong category growth is expected to continue  
 Disposable vapes ban will see sales flow to other vape subcategories  
 Regulatory-compliant IQOS set to be launched in 2025

#### CATEGORY INDICATORS

Table 56 - Number of Adult Vapers 2019-2024

#### CATEGORY DATA

|                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------|
| Table 57 - Sales of Smokeless Tobacco by Category: Volume 2019-2024                                               |
| Table 58 - Sales of Smokeless Tobacco by Category: % Volume Growth 2019-2024                                      |
| Table 59 - Sales of E-Vapour Products by Category: Volume 2019-2024                                               |
| Table 60 - Sales of E-Vapour Products by Category: % Volume Growth 2019-2024                                      |
| Table 61 - Sales of Tobacco Heating Devices: Volume 2019-2024                                                     |
| Table 62 - Sales of Tobacco Heating Devices: % Volume Growth 2019-2024                                            |
| Table 63 - Sales of Heated Tobacco: Volume 2019-2024                                                              |
| Table 64 - Sales of Heated Tobacco: % Volume Growth 2019-2024                                                     |
| Table 65 - Sales of Tobacco Free Oral Nicotine: Volume 2019-2024                                                  |
| Table 66 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2024                                         |
| Table 67 - Sales of Tobacco Free Oral Nicotine by Category: Value 2019-2024                                       |
| Table 68 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2019-2024                                          |
| Table 69 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024          |
| Table 70 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024 |
| Table 71 - Sales of E-Liquids by Nicotene Strength: % Value 2021-2024                                             |
| Table 72 - NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024                                            |
| Table 73 - LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024                                              |

|                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------|
| Table 74 - NBO Company Shares of E-Vapour Products: % Value 2020-2024                                                      |
| Table 75 - LBN Brand Shares of E-Vapour Products: % Value 2021-2024                                                        |
| Table 76 - NBO Company Shares of Tobacco Heating Devices: % Volume 2020-2024                                               |
| Table 77 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2021-2024                                                 |
| Table 78 - NBO Company Shares of Heated Tobacco: % Volume 2020-2024                                                        |
| Table 79 - LBN Brand Shares of Heated Tobacco: % Volume 2021-2024                                                          |
| Table 80 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2020-2024                                            |
| Table 81 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2021-2024                                              |
| Table 82 - Distribution of Smokeless Tobacco by Format: % Volume 2019-2024                                                 |
| Table 83 - Distribution of E-Vapour Products by Format: % Value 2019-2024                                                  |
| Table 84 - Distribution of Tobacco Heating Devices by Format: % Volume 2019-2024                                           |
| Table 85 - Distribution of Heated Tobacco by Format: % Volume 2019-2024                                                    |
| Table 86 - Forecast Sales of Smokeless Tobacco by Category: Volume 2024-2029                                               |
| Table 87 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2024-2029                                      |
| Table 88 - Forecast Sales of E-Vapour Products by Category: Volume 2024-2029                                               |
| Table 89 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2024-2029                                      |
| Table 90 - Forecast Sales of Tobacco Heating Devices: Volume 2024-2029                                                     |
| Table 91 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2024-2029                                            |
| Table 92 - Forecast Sales of Heated Tobacco: Volume 2024-2029                                                              |
| Table 93 - Forecast Sales of Heated Tobacco: % Volume Growth 2024-2029                                                     |
| Table 94 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2024-2029                                                  |
| Table 95 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2024-2029                                         |
| Table 96 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2024-2029                                       |
| Table 97 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2024-2029                              |
| Table 98 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029          |
| Table 99 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029 |

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