



Cigars, Cigarillos and Smoking Tobacco in the Philippines

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigars and cigarillos remains buoyant amid steady demand
Tabacalera Inc maintains its solid lead in cigars/cigarillos
Tobacco specialist retailers is key channel for cigars and cigarillos

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos anticipated to grow steadily
Brand promotions will target young adult smokers
Flavoured cigarillos should stimulate consumer interest

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
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Tobacco in the Philippines - 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 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

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MARKET DATA

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