



**Euromonitor  
International**

# Cigars, Cigarillos and Smoking Tobacco in New Zealand

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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 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
- Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
- Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024
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Tobacco in New Zealand - 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

Table 25 - Number of Adult Smokers by Gender 2019-2024

## MARKET DATA

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

Table 28 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 29 - Sales of Tobacco by Category: % Value Growth 2019-2024

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

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## SOURCES

Summary 2 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-new-zealand/report](https://www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-new-zealand/report).