



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in India

November 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ambience and distribution are key growth drivers in emerging cigars and cigarillos in India
Manufacturers see uniform taxation as the biggest impediment to sales of cigars and cigarillos

PROSPECTS AND OPPORTUNITIES

Players are set to focus on premiumisation and addressing consumer perceptions
Legal access to hookah, particularly through hookah parlours, is banned in many states, but the products remain readily available at small local grocers and tobacconists

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
Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024
Table 5 - Sales of Cigars by Size: % Volume 2019-2024
Table 6 - Sales of Cigarillos by Price Platform 2019-2024
Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024
Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024
Table 9 - NBO Company Shares of Cigars: % Volume 2020-2024
Table 10 - LBN Brand Shares of Cigars: % Volume 2021-2024
Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024
Table 12 - LBN Brand Shares of Cigarillos: % Volume 2021-2024
Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024
Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024
Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024
Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024
Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024
Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024
Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024
Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024
Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029
Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029
Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Tobacco in India - 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

Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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

MARKET DATA

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

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

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

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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