



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Malaysia

August 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall category sees value growth but more variable volume performances

Consolidation strengthens across the category

Tobacco specialists retains dominance, serving a niche audience

PROSPECTS AND OPPORTUNITIES

Persistent economic instability is a key barrier to stronger growth

Rise of high-end hotels facilitates expansion of cigar lounges

Expanding product distribution, implementing attractive pricing strategies and establishing strategic partnerships are key strategies for future growth

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

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Tobacco in Malaysia - 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 laws
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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