



Cigars, Cigarillos and Smoking Tobacco in Nigeria

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Elevated inflation weighs on consumption
- Affordability a key advantage for Scandinavian Tobacco Nigeria Ltd
- Grocery retailers grow in importance as a distribution channel

PROSPECTS AND OPPORTUNITIES

- Economic stabilisation will buoy demand
- Cigars, cigarillos and smoking tobacco will grow in popularity as an alternative to cigarettes
- Innovation likely to focus on flavour

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 Nigeria - 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
- Smoking prevalence

Health warnings
Plain packaging
Point-of-sale display bans
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

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SOURCES

Summary 2 - Research Sources

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