



Cigars, Cigarillos and Smoking Tobacco in Cambodia

September 2026

[Cigars, Cigarillos and Smoking Tobacco in Cambodia - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Cigars Growth Slows as Popularity Wanes and Distribution Becomes Limited

Boutique Cigar Cambodia Drives Downtrading with Value Bundles

King Edward Expansion Secures Loyal Base Amid Shrinking Demand

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Tax Increases and Bans Set to Reinforce Shift to Affordable Traditional Products

Downtrading and Informality Anticipated to Undermine Formal Sales Growth

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Experience Share Erosion Due to the Proliferation of Other Smaller Players

CHANNELS

Small Local Grocers Maintain Dominance as E-Commerce Falters

ECONOMIC CONTEXT

Chart 5 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 9 - Population 2020-2030

Chart 10 - Population by Generation 2025

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[Nicotine in Cambodia - Industry Overview](#)

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2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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Consumer Demand for Low-Cost Products and Lack of Modern Alternatives Drives Volume Stagnation

Low-Priced Cigarettes Capture Smokers as Alternatives Remain Restricted

Chart 12 - Volume Sales 2020-2030

Chart 13 - Volume Sales by Category 2025

WHAT'S NEXT?

Low-Cost Cigarette Brands Anticipated to Maintain Dominance as Alternatives Stall

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Chart 14 - Forecast Volume Sales 2020-2030

Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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Chart 18 - Brand Shares 2025

CHANNELS

Small Local Grocers Capture Rural Smokers as Supermarkets Attract Premium Buyers

Lack of Online Nicotine Sales Keeps Focus on Traditional Outlets

PRODUCTS

Convenience and Demographic Shifts Reshape Product Priorities

Incremental Adaptation Defines the Innovation Landscape

Operational Investment Fills the Gap Left by Format Restrictions

OPERATING ENVIRONMENT

Legislation

Minimum Legal Smoking Age

Smoking Prevalence

Selling Hours

Point-Of-Sale Display Bans

Smoking in Public Places

Tar Levels

Vapour Products

Advertising and Sponsorship

Health Warnings

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PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 20 - Economic Context for Nicotine

Chart 21 - Real Gdp Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

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