

# Global Flavour Capsule Cigarette Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Flavour Capsule Cigarette market size will reach 63,777 Million USD in 2025 and is projected to reach 64,450 Million USD by 2032, with a CAGR of 0.15% (2025-2032). Notably, the China Flavour Capsule Cigarette market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

A flavour capsule cigarette is a type of cigarette that contains a small, crushable capsule embedded within the filter, which, when squeezed or crushed by the smoker, releases a flavored liquid—such as menthol, mint, fruit, or other aromas—into the smoke stream. This allows smokers to customize their smoking experience by choosing when and if to activate the flavor during use. Popular for their novelty and enhanced sensory appeal, flavour capsule cigarettes have gained widespread popularity in various markets, particularly among younger adults. However, they have also drawn regulatory scrutiny due to concerns about their potential to attract new smokers and mask the harshness of tobacco smoke.

The major global manufacturers of Flavour Capsule Cigarette include China National Tobacco, British American Tobacco, Philip Morris International, Imperial Brands, KT&G, Japan Tobacco International, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Flavour Capsule Cigarette. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Flavour Capsule Cigarette market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Flavour Capsule Cigarette market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Flavour Capsule Cigarette industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Flavour Capsule Cigarette Include:

China National Tobacco

British American Tobacco

Philip Morris International

Imperial Brands

KT&G

Japan Tobacco International

Flavour Capsule Cigarette Product Segment Include:

Flue-cured Cigarettes

Blended Cigarettes

Others

Flavour Capsule Cigarette Product Application Include:

Male

Female

## **Chapter Scope**

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