

# Tobacco in Tanzania

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## Abstracts

The Tanzanian tobacco market witnessed further value growth in 2022. The dominant player in cigarettes, Tanzania Cigarette Co Ltd, recorded double-digit growth in gross profit. Smoking prevalence is rising, with attitudes to smoking changing and increasing numbers of young people and women smoking. Smoking prevalence is also being boosted by the expansion of the potential consumer base. However, substantial sales are still being lost to the growing illicit trade and the widespread use of traditi...

Euromonitor International's Tobacco in Tanzania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### TOBACCO IN TANZANIA

#### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

Country background

Socioeconomic Trends

Logistics/Infrastructure

#### MARKET BACKGROUND

Legislation

#### TAXATION AND DUTY LEVIES

Table 1 Taxation and Duty Levies 2017-2022

What next for tobacco?

#### MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 10 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### CIGARETTES

2022 Developments

Prospects and Opportunities

Category Data

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 16 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 17 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 18 Forecast Sales of Cigarettes: Volume 2022-2027

Table 19 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 20 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 21 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

**CIGARS, CIGARILLOS AND SMOKING TOBACCO**

Table 22 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 23 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 24 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 25 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 27 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 28 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 29 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 30 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 31 Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 32 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 33 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 34 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 35 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

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