

Cigarette Market Report by Type (Light, Medium, and Others), Distribution Channel (Tobacco Shops, Supermarkets and Hypermarkets, Convenience Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global cigarette market size reached US\$ 1,120 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,345.0 Billion by 2032, exhibiting a growth rate (CAGR) of 2% during 2024-2032. The increasing social and cultural influence, numerous effective marketing and advertising campaigns, and the introduction of several innovative cigarette products, such as e-cigarettes, or flavored cigarettes are some of the major factors propelling the market.

A cigarette is a small cylindrical paper-wrapped product typically containing dried and finely cut tobacco leaves. It is commonly employed for smoking, where the tobacco is ignited, and the smoke is inhaled through the filtered or unfiltered end. It is a widely consumed form of tobacco product, known for its addictive nature due to the presence of nicotine. The ritual of smoking cigarettes has been practiced for centuries across different cultures and has garnered social acceptance and criticism. As a result, it is gaining immense traction across the globe.

The market is primarily driven by the rising product demand among individuals. In addition, the addictive nature of nicotine in cigarettes creates a consistent demand among existing smokers, thus influencing market growth. Along with this, the tobacco industry is investing in advertising and marketing to attract new consumers, especially in developing countries, thus augmenting market growth. Moreover, the increasing acceptance of cigarettes in social and cultural settings as smoking is often perceived as a social activity or a symbol of adulthood in certain societies represents another major

growth-inducing factor. Besides this, a sedentary lifestyle, and stress in modern life can lead individuals to turn to smoking as a coping mechanism, further fuelling market growth. Apart from this, the development of new products, such as e-cigarettes, which appeal to a younger audience is propelling the market growth.

Cigarette Market Trends/Drivers:

The increasing social and cultural influences

The increasing social and cultural influences are shaping the dynamics of the market. In addition, smoking is often influenced by social norms, peer pressure, and cultural acceptance, particularly in societies where smoking is ingrained as a part of daily life or social interactions, thus influencing market growth. Also, smoking is considered a symbol of social status, sophistication, or camaraderie, leading to its integration into various social settings, gatherings, and rituals, thus augmenting market growth. Peer influence and the desire to fit into social groups can also drive individuals, especially younger demographics, to take up smoking. Moreover, depictions of smoking in movies, television shows, and advertisements are encouraging smoking as desirable or glamorous, further representing another major growth-inducing factor. Besides this, the increasing advertisements of smoking by celebrities, influencers, and sports personalities are impacting perceptions, making it more appealing to impressionable audiences thus accelerating the market growth. Along with this, social media platforms and online communities are acting as catalysts in normalizing smoking behavior among certain groups, thus propelling market growth.

Several effective marketing and advertising campaigns

Tobacco companies are investing substantially in resources such as strategic marketing to create brand awareness, foster brand loyalty, and attract new smokers. Additionally, these campaigns often employ sophisticated advertising techniques that appeal to specific target audiences. They use imagery, slogans, and narratives that evoke emotions, aspirations, or lifestyle choices associated with smoking. For instance, advertisements may depict smoking as a symbol of freedom, sophistication, rebellion, or social acceptance, alluring potential smokers to associate positive attributes with their products. Moreover, strategic product placement in movies, television shows, and music videos helps embed smoking imagery in popular culture, reinforcing the notion that smoking is desirable and socially accepted. Besides this, tobacco companies often sponsor events, concerts, and sports competitions, using these platforms to promote their brands and products to wide-ranging audiences, including youth, thus accelerating market growth. Furthermore, companies are using social media platforms and online

advertising to reach younger audiences via influencer marketing and sponsored content, subtly promoting smoking to impressionable viewers, creating a positive market outlook.

The introduction of innovative cigarette products

Tobacco companies are diversifying their product offerings, introducing various alternatives to traditional product. In addition, the introduction of flavored cigarettes, offering consumers numerous of taste options beyond traditional tobacco flavors is influencing the market growth. Also, flavored product appeal to younger demographics and individuals looking for unique and appealing smoking experiences, thus augmenting the market growth. Moreover, tobacco companies are exploring reduced-risk tobacco products, such as heat-not-burn devices and e-cigarettes that provide a potentially less harmful alternative to traditional combustible cigarettes, attracting smokers who are considering harm reduction or smoking cessation, representing another major growth-inducing factor. Besides this, it is gaining popularity for its convenience, portability, and absence of harmful tar and combustion by-products, thus accelerating market growth. Many smokers perceive it as a less harmful option and a potential aid in quitting smoking altogether.

Cigarette Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global cigarette market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on type and distribution channel.

Breakup by Type:

Light
Medium
Others

Light cigarettes represent the most popular types

The report has provided a detailed breakup and analysis of the market based on the type. This includes light, medium and others. According to the report, light cigarettes accounted for the largest market share.

Light cigarettes, also known as low-tar or low-nicotine cigarettes, are characterized by

their reduced levels of tar, nicotine, and other harmful compounds compared to regular or full-flavor products. In addition, the perception among smokers is that they are less harmful and pose a lower health risk than regular product is influencing the market growth. Many smokers believe that by choosing light-type products, they can potentially mitigate the adverse health effects associated with smoking.

Moreover, light cigarettes are often marketed as a milder and smoother smoking experience, appealing to individuals who may find the taste and harshness of regular products less desirable which represents another major growth-inducing factor. Besides this, regulatory initiatives in some countries require cigarette manufacturers to label tar and nicotine content on product packs which led some consumers to opt for light products, believing that they are making a safer choice thus accelerating the market growth.

Breakup by Distribution Channel:

- Tobacco Shops
- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

Cigarettes are widely distributed through tobacco shops

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes tobacco shops, supermarkets and hypermarkets, convenience stores, online stores, and others. According to the report, tobacco shops accounted for the largest market share.

Tobacco shops, also known as specialty tobacco retailers or tobacconists, are specialized shops focused on selling tobacco products, including cigarettes, cigars, pipe tobacco, and smoking accessories. Additionally, tobacco shops are establishing a strong presence in the market due to their expertise in tobacco products and the personalized service they offer to customers is influencing the market growth. Also, smokers often prefer purchasing products from these dedicated outlets as they can access numerous kinds of brands and tobacco blends, allowing them to find products that match their preferences.

Moreover, tobacco shops provide a unique shopping experience, offering

knowledgeable staff who can assist customers in selecting suitable products and provide insights into different tobacco blends and smoking techniques. This personalized approach fosters customer loyalty and enhances the shopping experience for smokers. Additionally, tobacco shops may have exclusive deals with certain tobacco manufacturers, allowing them to offer limited edition or specialty products that may not be readily available in other retail channels.

Breakup by Region:

Asia Pacific (Excluding Australia)

Eastern Europe

Western Europe

Middle East and Africa

North America

Latin America

Australia

Asia Pacific (excluding Australia) exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include Asia Pacific (excluding Australia), Eastern Europe, Western Europe, the Middle East and Africa, North America, Latin America, and Australia. According to the report, Asia Pacific (excluding Australia) accounted for the largest market share.

Additionally, the growing population, rapid urbanization, diverse smoking culture, and the presence of significant tobacco-consuming countries are contributing to its prominence in the industry. Also, countries such as China, India, Indonesia, and Japan are among the largest consumers of cigarettes in the world. Along with this, the smoking prevalence in these nations is often influenced by cultural factors, social acceptance, and longstanding traditions associated with smoking. Moreover, the rising product demand among individuals across the region and several companies adapting their marketing efforts to align with local preferences and cultural norms, are further enhancing their market presence.

Besides this, North America market is witnessing a rising demand for reduced-risk tobacco products such as e-cigarettes and heat-not-burn devices, indicating a shift toward harm reduction and smoking cessation initiatives, thus representing another major growth-inducing factor. Furthermore, the increasing investment in product

innovation and marketing efforts to retain its consumer base are accelerating the market growth.

Competitive Landscape:

Nowadays, key players in the market are employing various strategies to strengthen their position and maintain their competitive edge. They are diversifying their product portfolios to include numerous brands, flavors, and product variants to appeal to different consumer preferences. Moreover, companies are investing in innovative and eye-catching packaging designs to differentiate their brands and attract consumers at the point of sale. They are investing in the development and marketing of reduced-risk tobacco products, such as e-cigarettes and heat-not-burn devices, to cater to consumers seeking alternatives to traditional products. Furthermore, continuous research and development (R&D) efforts are dedicated to product innovation, including advancements in filter technology, tobacco blends, and smoking experience enhancements. They are actively expanding their market presence into emerging economies and high-potential regions to tap into new consumer markets and increase their sales volume.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

China National Tobacco Corporation

Phillip Morris International

British America Tobacco

Japan Tobacco International

Imperial Tobacco Group

Recent Developments:

In August 2021, Japan Tobacco International launched Ploom X, its next-generation heated tobacco sticks, that is available across Japan, including convenience stores and select tobacco retail stores.

In May 2022, British America Tobacco (BAT) test-launched a new single-use, or disposable, e-cigarette called Vuse Go in the UK., that are available in nine flavours including mint ice, creamy tobacco, and multiple fruit flavors.

In February 2021, Imperial Tobacco Group launched new crush embassy cigarettes designed specifically for ex-menthol crushball smokers, featuring a cooling sensation filter, promoting to be employed specifically with its menthol-flavored cardboard inserts.

Key Questions Answered in This Report

1. What was the size of the global cigarette market in 2023?
2. What is the expected growth rate of the global cigarette market during 2024-2032?
3. What are the key factors driving the global cigarette market?
4. What has been the impact of COVID-19 on the global cigarette market?
5. What is the breakup of the global cigarette market based on the type?
6. What is the breakup of the global cigarette market based on the distribution channel?
7. What are the key regions in the global cigarette market?
8. Who are the key players/companies in the global cigarette market?

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