

# Menthol Cigarette Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global menthol cigarette market size reached US\$ 92.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 108.7 Billion by 2028, exhibiting a growth rate (CAGR) of 2.7% during 2023-2028.

A menthol cigarette is a cylindrical roll of ground or shredded tobacco that is mixed together with menthol flavoring. Menthol is a chemical compound that is produced from mint plants, such as spearmint and peppermint. It is usually added in cigarettes to give a cooling sensation and reduce the harshness of the smoke for the consumer. It also has anesthetic effects and can aid in suppressing the cough reflex by soothing dry throats. In certain variants, menthol is present in small quantities within or near the cigarette filter to release a burst of flavor while smoking.

The rapid urbanization across the globe is one of the key factors driving the growth of the market. Owing to sedentary lifestyle habits and hectic schedules, working professionals are increasingly consuming cigarettes to relieve stress and relax their nerves. Menthol cigarettes offer a cooling sensation, sensory excitation and fresh flavor, which provides relief and makes the user more habitual to the flavor. Additionally, the introduction of flavorless cigarettes with small menthol capsules and menthol cigarettes with an additional capsule is also providing a boost to the market growth. These capsules enable the user to manipulate the intensity of the flavor as per their choice. Apart from this, other product innovations, including the development of low-tar cigarettes and ultra-long and ultra-slim variants for female consumers, are also contributing to the market growth. Other factors, such as the rising number of smokers,

including the young and female population, and aggressive promotional activities by manufacturers through social media platforms, are projected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global menthol cigarette market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on capsule type, end-user, size and distribution channel.

#### Breakup by Capsule Type:

- Single Capsule Menthol Cigarette
- Double Capsule Menthol Cigarette

#### Breakup by End-User:

- Male
- Female

#### Breakup by Size:

- King Size
- 100s
- Others

#### Breakup by Distribution Channel:

- Supermarkets
- Hypermarkets
- Online Retailers
- Others

#### Breakup by Region:

## North America

United States

Canada

## Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

## Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

## Latin America

Brazil

Mexico

Others

## Middle East and Africa

### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Alfred Dunhill Ltd, Altria Group, British American Tobacco p.l.c., China National Tobacco Corporation, Commonwealth Brands, Inc., Essentra plc, Imperial

Brands PLC, Japan Tobacco Inc., KT&G Corporation, Liggett Vector Brands LLC, Reynolds American Inc and Philip Morris International Inc.

Key Questions Answered in This Report:

What is the expected growth rate of the global menthol cigarette market 2023-2028?

What has been the impact of COVID-19 on the global menthol cigarette market?

What are the key factors driving the global menthol cigarette market?

What is the breakup of the global menthol cigarette market based on the capsule type?

What is the breakup of the global menthol cigarette market based on the distribution channel?

What is the breakup of the global menthol cigarette market based on the end-user?

What are the key regions in the global menthol cigarette market?

Who are the key players/companies in the global menthol cigarette market?

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