



Harvesting Innovation, Cultivating Sustainability

TOBACCO



Product Profile

Pakistan has a well-established tobacco industry, supported by favorable agro-climatic conditions and experienced growers. The sector features an integrated processing base and produces internationally recognized Flue Cured Virginia tobacco. These strengths create strong export opportunities for premium tobacco leaf, processed tobacco, and nicotine-based products.



Why Pakistan

- 🌿 Premium Flue Cured Virginia (FCV) tobacco
- 🌿 Competitive production conditions
- 🌿 Experienced growers
- 🌿 Integrated processing sector
- 🌿 Strong export potential for premium tobacco leaf, processed tobacco, and nicotine-based products



Targeting International Markets

PAKISTAN'S TOBACCO INDUSTRY

Pakistan's tobacco industry is well-established and export-oriented, driven by favorable agro-climatic conditions and experienced growers. Commercial tobacco cultivation is concentrated mainly in Khyber Pakhtunkhwa, which contributes over 90% of total production, especially Flue Cured Virginia tobacco, while the remaining production comes from Punjab and Balochistan.

The industry features an integrated value chain of contract farming, leaf grading, curing, processing and manufacturing that ensures consistent quality and reliable supply for international markets.

In 2023–24, Pakistan's annual tobacco production reached **approximately 186 thousand tonnes**.

TYPES OF TOBACCO GROWN IN PAKISTAN

 Flue Cured Virginia	High-quality, light-coloured leaf cured under controlled heat, used for cigarette manufacturing and exports.
 Dark Air Cured	Strong flavour, air dried, used for chewing tobacco, snuff and blends.
 Light Air Cured	Mild aroma and smooth texture, used for cigarette blends and hand-rolling tobacco.
 Light Sun Cured	Naturally sun dried, used for local cigarettes and indigenous products.
 White Patta / Semi-Oriental	Thin aromatic leaves, used for hookah, shisha blends and specialty products.

MAJOR TOBACCO PRODUCING AREAS

-  **Khyber Pakhtunkhwa**
Charsadda, Mardan, Swabi, Nowshera, Buner, Haripur, Mansehra.
-  **Punjab**
Limited commercial cultivation in selected districts.
-  **Balochistan**
Small-scale cultivation supporting domestic processing.

PAKISTAN TOBACCO VALUE CHAIN





GLOBAL MARKET OVERVIEW

Global demand for premium tobacco leaf continues to be driven by cigarette manufacturing, specialty tobacco products and emerging nicotine industries.

High-quality Flue Cured Virginia tobacco commands premium prices due to consistent quality and suitability for international cigarette blends.

TOP TOBACCO IMPORTING COUNTRIES	Import Value (USD Billion)
World	59.3
Germany	6.3
Japan	4.7
United States	3.4
Italy	3.3
China	2.5

Source: ITC Trade Map.

PAKISTAN'S EXPORT PERFORMANCE

Pakistan recorded substantial growth in tobacco exports during FY 2024-25, primarily driven by exports of unmanufactured tobacco.

HS Code	Product Description	Export Value 2023-24 (US\$ Million)	Export Value 2024-25 (US\$ Million)	Export Value 2025-26 (July-May) (US\$ Million)
Grand Total		77.61	182.48	152.23
240120	Tobacco, partly or wholly stemmed or stripped, otherwise unmanufactured	49.13	154.30	115.44
240220	Cigarettes, containing tobacco	13.15	11.94	10.45
240391	Tobacco, homogenised or reconstituted from finely-chopped tobacco leaves, tobacco refuse or tobacco dust	9.91	1.15	9.23
240110	Tobacco, unstemmed or unstripped	1.81	6.49	7.29
240491	Nicotine containing products intended for oral application	0.29	3.24	5.85
240130	Tobacco refuse	0.68	0.93	1.70
240319	Smoking tobacco, whether or not containing tobacco substitutes in any proportion	1.77	1.61	1.16
240399	Chewing tobacco, snuff and other manufactured tobacco and manufactured tobacco substitutes, and tobacco powder, tobacco extracts and essences	0.84	1.97	0.79

Source: Trade Map of Pakistan.



TOP EXPORT DESTINATIONS

- Belgium
- United Arab Emirates
- Indonesia
- Greece
- Saudi Arabia

These markets account for the majority of Pakistan's tobacco exports.



Partner with Pakistan
for Premium Tobacco
and Sustainable Growth.



VISITOR REGISTRATION

Scan the QR code to register
and connect at FoodAg
Pakistan 2026.

Competitive Advantages of Pakistani Tobacco

- Internationally recognized Flue Cured Virginia tobacco
- Favorable agro-climatic conditions
- Competitive production and processing costs
- Experienced contract farming system
- Modern grading and processing facilities
- Reliable supply of export-quality tobacco leaf
- Strategic location with access to Middle Eastern, Asian and European markets
- Growing capability in value-added processing and nicotine products

Export Potential and Investment Opportunities

- Expansion of FCV tobacco exports
- Tobacco processing and grading facilities
- Production of cut rag tobacco
- Nicotine extraction and pharmaceutical-grade nicotine
- Shisha and specialty tobacco manufacturing
- Private-label cigarette manufacturing (subject to regulations)
- Research and development in reduced-risk and next-generation nicotine products
- Modern curing technologies

Why Source Tobacco from Pakistan?

- Premium quality FCV tobacco
- Consistent leaf quality and grading
- Competitive production costs
- Well-established cultivation and processing infrastructure
- Reliable export supply
- Skilled workforce
- Strategic proximity to major markets
- Growing investment in modern processing technologies



Product Officer

Arshia Fatima

Assistant Manager

Cell: +92-334-1452372

Email: arshia.fatima@tdap.gov.pk



Scan to Register



MINISTRY OF
COMMERCE
Government of Pakistan



Trade Development Authority