

# Cigars, Cigarillos and Smoking Tobacco in Austria

June 2023

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## Cigars, Cigarillos and Smoking Tobacco in Austria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Signs emerge that the shisha trend might finally be drawing to a close  
Volume sales of cigars and cigarillos remain at remarkably high levels  
Demand for cigars shaped by substantial price increases by Corporación Habanos

#### PROSPECTS AND OPPORTUNITIES

Demand for cigars and shisha tobacco expected to remain relatively stable  
Tax rises to impact cigars and cigarillos, with fine cut tobacco to be hardest hit  
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Retailing developments  
What next for tobacco?

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