

Cigars, Cigarillos and Smoking Tobacco in Bulgaria

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars and cigarillos benefits from post-pandemic on-trade recovery
Expansion in off-trade sales push cigars further into the mainstream
Demand for cigars and cigarillos adversely impacted by the rising cost of living

PROSPECTS AND OPPORTUNITIES

Trendier alternatives such as vaping to continue erode demand for cigars and cigarillos
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