

# Cigars, Cigarillos and Smoking Tobacco in France

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Category suddenly takes a backseat due to the collapse of fine cut tobacco

Ongoing breakthrough of blond cigarillos driven by Signature

Scandinavian Tobacco Groupe France pays for the decline of cigarillos, while Traditab SA and Landewyck Tobacco SA do relatively well in fine cut tobacco

#### PROSPECTS AND OPPORTUNITIES

No more respite for cigars, cigarillos and smoking tobacco

Handmade Cuban cigars to become too expensive and exposed to competition from other countries

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