

# Cigars, Cigarillos and Smoking Tobacco in the United Kingdom

June 2023

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#### 2022 DEVELOPMENTS

Fine cut tobacco growth slips into decline as consumers return to travel and favour other tobacco alternatives

Cigarillos outperform the wider tobacco category as consumers favour more affordable options

Cigar sales declining again as price-sensitive consumers avoid the category

#### PROSPECTS AND OPPORTUNITIES

Fine cut tobacco growth to slow in the forecast period as the price gap to cigarettes narrows

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Retailing developments

What next for tobacco?

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