



Cigars, Cigarillos and Smoking Tobacco in Türkiye

September 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Price-Sensitive Smokers Opting for Lower Cost Options

Smoking Tobacco Outpaces Cigars as Consumers Chase Affordability

Cross-Format Switching Accelerates as Price and Regulation Reshape Demand

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

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