

Cigars, Cigarillos and Smoking Tobacco in Sweden

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars and cigarillos retail volume sales continue sluggish
Cigars enjoy premium appeal among more affluent base
Fine cut tobacco also suffers from migration to tobacco-free substitutes

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Limited category growth ahead for this mature category
Cigar users to remain loyal but category faces long-term challenges
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Tobacco in Sweden - Industry Overview

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Retailing developments
What next for tobacco?

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