

# Cigars, Cigarillos and Smoking Tobacco in New Zealand

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# Cigars, Cigarillos and Smoking Tobacco in New Zealand - Category analysis

### **KEY DATA FINDINGS**

### 2022 DEVELOPMENTS

Stagnating sales of cigarillos

Regulations introduced on imports of water-pipe tobacco

Fine cut tobacco experiences the steepest decline in sales

## PROSPECTS AND OPPORTUNITIES

Overall category set to continue its downward trend

Online presence is set to continue attracting cigar retailers

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