

Cigars, Cigarillos and Smoking Tobacco in Malaysia

June 2023

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Cigars, Cigarillos and Smoking Tobacco in Malaysia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail volume sales of cigars and cigarillos rise slowly in 2022 as obstacles to consumption remain

Fine cut tobacco leverages wide array and price benefits to post the fastest retail volume growth in 2022

International players lead cigars and cigarillos in 2022

PROSPECTS AND OPPORTUNITIES

Price advantage, wide choice and stronger distribution to push fine cut tobacco sales

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DISCLAIMER

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