

Cigars, Cigarillos and Smoking Tobacco in Finland

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to pre-pandemic lifestyles contributes to flat sales for sales for cigars, cigarillos and smoking tobaccos

Cigars and cigarillos have a loyal consumer base

Limited access to specialist cigar shops outside major cities has negative impact on demand

PROSPECTS AND OPPORTUNITIES

Bleak outlook for smoking tobacco

Cigars will suffer from lack of widespread distribution, although there may be scope to grow sales amongst younger, male consumers

Tax hikes will have an impact on sales

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DISCLAIMER

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