

Cigars, Cigarillos and Smoking Tobacco in Germany

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Robust performances driven by remote working, affordability and flavour innovations
New flavours boost interest in cigarillos in a relatively fragmented competitive landscape
Pipe tobacco – revised taxation and new packaging law create upheaval

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos expected to remain relatively resilient by retaining their core audience
Pipe tobacco set to recover partially from losses seen in 2022
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DISCLAIMER

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