



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Georgia

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Affluent Consumers Push Premium Cigar Growth

Handcrafted and Premium Cigars and Cigarillos Sustain Category Growth

Cross-Format Pairing Broadens Appeal and Sustains Growth

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Affluent Smokers Embrace Premium Cigars as Regulatory Barriers Rise

Regulatory Tightening and Cross-Format Pairing Reshape the Landscape

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Challenger Brands Intensify Competition in Fragmented Market

Villiger and Toscano Leverage Retail Presence to Challenge Incumbents

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialist Retailers Maintain Leadership through Advisory Expertise

Prohibition Halts Growth of Alternative and Digital Channels

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in Georgia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Ongoing Decline in Nicotine Volume

Smokers Adopt Heated Tobacco and Pouches as Loyalty Erodes

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Smokers Combine Nicotine Formats as Cigarettes Lose Relevance

Chart 15 - Forecast Volume Sales 2020-2030

Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Leverages Brand Strength and Innovation to Expand Lead

Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

CHANNELS

Specialised Shops Lead Retail While E-Commerce Remains Prohibited

ECONOMIC CONTEXT

Chart 19 - Economic Context for Nicotine

Chart 20 - Real Gdp Growth 2020-2030

Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Nicotine

Chart 23 - Population 2020-2030

Chart 24 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-georgia/report.