

# Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China

July 2022

Table of Contents

## Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Sales of cigars and cigarillos continue to drop in 2021, amid COVID-19

E-commerce continues to thrive by providing a safe and convenient channel to purchase cigars

Cuban cigars continue to dominate sales, while New World cigars rise from a niche positioning

#### PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos set to rebound in 2023 when border with Mainland China reopens

Physical stores will remain vital for cigar smokers due to need for in-person experience

A more diverse consumer base is emerging

#### CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021

Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021

Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021

Table 5 - Sales of Cigars by Size: % Volume 2016-2021

Table 6 - Sales of Cigarillos by Price Platform 2016-2021

Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021

Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021

Table 9 - NBO Company Shares of Cigars: % Volume 2017-2021

Table 10 - LBN Brand Shares of Cigars: % Volume 2018-2021

Table 11 - NBO Company Shares of Cigarillos: % Volume 2017-2021

Table 12 - LBN Brand Shares of Cigarillos: % Volume 2018-2021

Table 13 - Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021

Table 14 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026

Table 15 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026

Table 16 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026

Table 17 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

## Tobacco in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation  
Flavoured tobacco product ban  
Reduced harm  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 18 - Number of Adult Smokers by Gender 2016-2021

## MARKET DATA

Table 19 - Sales of Tobacco by Category: Volume 2016-2021

Table 20 - Sales of Tobacco by Category: Value 2016-2021

Table 21 - Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 22 - Sales of Tobacco by Category: % Value Growth 2016-2021

Table 23 - Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 24 - Forecast Sales of Tobacco by Category: Value 2021-2026

Table 25 - Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 26 - Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-hong-kong-china/report](http://www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-hong-kong-china/report).