



Euromonitor
International

Tobacco in the United Kingdom

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- Consumers switch to value brands in order to economise
- Most distribution channels struggle as smoking rates continue to decline

PROSPECTS AND OPPORTUNITIES

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Cigars, Cigarillos and Smoking Tobacco in the United Kingdom

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Flavoured and price fighter cigarillos continue to gain share and lead innovation
Convenience stores and supermarkets remain leading distribution channels

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