



Cigars, Cigarillos and Smoking Tobacco in Denmark

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigars and cigarillos continue to decline, with cigarillos losing cultural and generational relevance
Scandinavian Tobacco Group consolidates dominance across both cigars and smoking tobacco
Grocery retailers dominate distribution, while premium segments grow via specialist and online channels

PROSPECTS AND OPPORTUNITIES

Volume decline to continue, with premium cigars offering limited insulation
Bulk and flavoured products to disappear as consumer base shrinks and regulation tightens
Innovation to centre on premiumisation, sustainability, and ethical sourcing

CATEGORY DATA

- Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
- Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
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Tobacco in Denmark - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture
2024 key trends
Competitive landscape
Retail 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

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MARKET DATA

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SOURCES

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