

# Cigars, Cigarillos and Smoking Tobacco in Brazil

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# Cigars, Cigarillos and Smoking Tobacco in Brazil - Category analysis

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## 2024 DEVELOPMENTS

Demand weakens for cigars and cigarillos

Cigar product development remains focused on the premium segment

A positive year for fine cut tobacco in Brazil

## PROSPECTS AND OPPORTUNITIES

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Health warnings

Plain packaging

Advertising and sponsorship

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