



# Cigars, Cigarillos and Smoking Tobacco in Canada

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady volume declines continue, with value in less steep falls due to high prices and niche appeal  
Leading players hold their places, whilst facing challenges from lawsuits  
Retail landscape remains subject to regulatory changes

PROSPECTS AND OPPORTUNITIES

Premiumisation will help to support niche sales of high-end products, protecting value from steeper slumps  
Affordability challenges and health and wellbeing trends continue to shrink the consumer base  
Challenge for cigar manufacturers to keep cigars culturally relevant in a changing consumer landscape

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
- Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024
- Table 5 - Sales of Cigars by Size: % Volume 2019-2024
- Table 6 - Sales of Cigarillos by Price Platform 2019-2024
- Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024
- Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024
- Table 9 - NBO Company Shares of Cigars: % Volume 2020-2024
- Table 10 - LBN Brand Shares of Cigars: % Volume 2021-2024
- Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024
- Table 12 - LBN Brand Shares of Cigarillos: % Volume 2021-2024
- Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024
- Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024
- Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024
- Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024
- Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024
- Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024
- Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024
- Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024
- Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029
- Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Tobacco in Canada - 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

Table 25 - Number of Adult Smokers by Gender 2019-2024

## MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2019-2024

Table 27 - Sales of Tobacco by Category: Value 2019-2024

Table 28 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 29 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 30 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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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-canada/report](http://www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-canada/report).