



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Ukraine

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Temporary growth masks long-term stagnation in cigars and cigarillos
Leading companies reinforce positions through premium segmentation and innovation
Tobacco specialists remain dominant while e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Stagnation expected across traditional formats, with fine cut tobacco as a possible outlier
Younger generations increasingly disengaged from traditional tobacco formats
Innovation limited, but hookah tobacco sees renewed activity through Adalya

CATEGORY DATA

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- 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
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Tobacco in Ukraine - 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
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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SOURCES

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