



Euromonitor  
International

# Cigars, Cigarillos and Smoking Tobacco in Greece

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price fighter cigarillos drive growth while seasonal and regulatory pressures affect cigars  
Leading players adapt portfolios to maintain relevance across cigar and smoking tobacco formats  
Small local grocers remain key, but convenience stores gain ground through accessibility

PROSPECTS AND OPPORTUNITIES

Price sensitivity, tourism trends and smoking bans will shape cigars and cigarillos performance  
Cultural norms, climate and lax enforcement support sustained, though declining, demand  
Limited innovation expected as companies prioritise new generation tobacco products

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 Greece - 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  
Plain packaging  
Point-of-sale display bans  
Smoking in public places  
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

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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

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