



Cigars, Cigarillos and Smoking Tobacco in Ireland

June 2024

Table of Contents

Cigars, Cigarillos and Smoking Tobacco in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Appeal of cigars and cigarillos waning as consumers opt for next-gen tobacco products

As prices rise in Ireland, the illicit trade keeps growing.

International travel contributes to falling volume sales

PROSPECTS AND OPPORTUNITIES

Steady volume declines anticipated in face of rising prices and waning interest

Low innovation and fierce competition from e-vapour products will keep hampering the category's development

Government commitment to reduce smoking prevalence in Ireland is set to result in more price increases and limited availability of products

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023

Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Table 5 - Sales of Cigars by Size: % Volume 2018-2023

Table 6 - Sales of Cigarillos by Price Platform 2018-2023

Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023

Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023

Table 9 - NBO Company Shares of Cigars: % Volume 2019-2023

Table 10 - LBN Brand Shares of Cigars: % Volume 2020-2023

Table 11 - NBO Company Shares of Cigarillos: % Volume 2019-2023

Table 12 - LBN Brand Shares of Cigarillos: % Volume 2020-2023

Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2019-2023

Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023

Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2019-2023

Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023

Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023

Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023

Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023

Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2018-2023

Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028

Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028

Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

Tobacco in Ireland - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing 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

Table 25 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2018-2023

Table 27 - Sales of Tobacco by Category: Value 2018-2023

Table 28 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 29 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 30 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 31 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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