



Euromonitor  
International

# Cigars, Cigarillos and Smoking Tobacco in Ireland

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fine-cut tobacco and cigars lose ground as consumers favour convenience and modern tobacco alternatives  
Player & Sons, Johh and Gallaher (Dublin) Ltd maintain strong positions, driven by brand heritage and consumer loyalty  
Convenience stores lead sales for cigars, cigarillos and smoking tobacco

PROSPECTS AND OPPORTUNITIES

Cigars, cigarillos and smoking tobacco are expected to record ongoing declines  
Fine cut tobacco is set to lose share as consumers shift towards modern tobacco categories  
Low innovation and competition from e-vapour products is set to dampen growth

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Tobacco in Ireland - Industry Overview

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Retail developments  
What next for tobacco?

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Health warnings  
Plain packaging  
Advertising and sponsorship  
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## MARKET DATA

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