



Cigars, Cigarillos and Smoking Tobacco in Japan

June 2025

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Cigars, Cigarillos and Smoking Tobacco in Japan - Category analysis

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2024 DEVELOPMENTS

Ongoing decline for cigarillos, but fine cut tobacco continues to post positive performance

British American Tobacco Japan Ltd leads cigars and cigarillos, while Intercontinental Trading Corp leads smoking tobacco

Convenience stores remains the leading channel of sales of cigars and cigarillos, while food/drink/tobacco specialists leads smoking tobacco

PROSPECTS AND OPPORTUNITIES

Fine cut tobacco will continue to attract price-conscious consumers amid surging inflation

Smoking tobacco set to enjoy steady growth in the coming years

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Plain packaging
Advertising and sponsorship
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