



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Finland

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steep decline in cigarillos drives category contraction
Leading players consolidate positions as smaller brands exit
Grocery retailers dominate distribution across categories

PROSPECTS AND OPPORTUNITIES

Steady volume decline expected across categories
Premium cigars retain niche potential while bulk formats fade
Innovation limited to premium positioning and sustainability

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
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Tobacco in Finland - 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
Flavoured tobacco product ban
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

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Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

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-finland/report.