



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Germany

July 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation helps maintain value growth for cigars and cigarillos

Fine cut tobacco shows resilience, while declines for pipe tobacco ease following strong drop in 2022

Diverse brand positioning creates fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

More positive outlook for pipe tobacco due to reversal of pack size legislation

Cigars and cigarillos set to continue appealing to narrow consumer base

Fine cut tobacco to benefit from low prices and premiumisation but may face challenges from cannabis

CATEGORY DATA

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

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Tobacco in Germany - 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
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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