

Cigars, Cigarillos and Smoking Tobacco in Switzerland

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Cigars, Cigarillos and Smoking Tobacco in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite turning to decline, volume sales of cigars and cigarillos remain resilient
Premiumisation in cigars limits value decline
Smoking tobacco fares better, with pipe tobacco even returning to volume growth

PROSPECTS AND OPPORTUNITIES

Various challenges will contribute to continued decline for cigars and cigarillos
Flavoured products and e-commerce likely to be considered to stem decline
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Tobacco in Switzerland - Industry Overview

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Competitive landscape
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Minimum legal smoking age

Smoking prevalence
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Advertising and sponsorship
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