

# Cigars, Cigarillos and Smoking Tobacco in China

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## Cigars, Cigarillos and Smoking Tobacco in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigars sees steady retail volume growth in 2023

In 2023, China Tobacco Sichuan Industry Corp continues to dominate cigars, thanks to its Great Wall brand

#### PROSPECTS AND OPPORTUNITIES

Cigars set to remain a niche category, with an increase in hand-rolled products

The promotion of a “cigar-tobacco separation” sales strategy could enhance the standardisation and professionalism of cigar sales

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