

# Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound in offline distribution and elevating the experience

New World cigars continue to penetrate local market

#### PROSPECTS AND OPPORTUNITIES

Tourism recovery as a short-term growth driver

Reviewing product assortment and consumer engagement to cater for increasingly diverse demands

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Retailing developments

What next for tobacco?

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Health warnings  
Plain packaging  
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