



# Cigars, Cigarillos and Smoking Tobacco in Denmark

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Older consumer profile informs decline in demand

Modern alternatives and weak price advantage hinder smoking tobacco

Cigarillos lose out to alternatives while some consumers see a cigar as an unnecessary luxury in a tough economic climate

#### PROSPECTS AND OPPORTUNITIES

Limited price advantage and minimal new product development to hinder smoking tobacco

Special occasion or premium experience to sustain a demand for cigars

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2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

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Minimum legal smoking age

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Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
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Smoking in public places  
Low ignition propensity (LIP) cigarette regulation  
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