

# Cigars, Cigarillos and Smoking Tobacco in Ukraine

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Multiple factors contribute to driving down volumes  
Lack of innovation, investment, and marketing support hits category performance  
Flavour ban applies to some products

#### PROSPECTS AND OPPORTUNITIES

Cigars, cigarillos and smoking tobacco faces significant obstacles  
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Consumers likely to shift to alternative products

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What next for tobacco?

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Tar levels  
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