



# Cigars, Cigarillos and Smoking Tobacco in Malaysia

June 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigars, cigarillos and smoking tobacco see retail volume decline in 2023

Fine cut tobacco leverages wide array and price benefits to post the fastest retail volume growth in 2023

International players lead cigars and cigarillos in 2023

#### PROSPECTS AND OPPORTUNITIES

Price advantage, wide choice and stronger distribution will drive fine cut tobacco sales

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