

# Cigars, Cigarillos and Smoking Tobacco in Germany

June 2023

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

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Robust performances driven by remote working, affordability and flavour innovations  
New flavours boost interest in cigarillos in a relatively fragmented competitive landscape  
Pipe tobacco – revised taxation and new packaging law create upheaval

#### PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos expected to remain relatively resilient by retaining their core audience  
Pipe tobacco set to recover partially from losses seen in 2022  
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