



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium cigars stall as consumer enthusiasm wanes under inflationary pressure and novelty fatigue
Swisher International Groups loses top spot in cigars amid headwinds but remains the leader in cigars and cigarillos overall
Tobacco specialists leverage expertise and curated offers to stay ahead in cigars and cigarillos

PROSPECTS AND OPPORTUNITIES

Reframing premium cigars and pipe tobacco as slow, artisanal rituals for mindful, indulgence-driven adults
Preserving cigarillo consumption through hybrid innovation at the tobacco-cannabis intersection
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Tobacco in the US - Industry Overview

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Retail developments
What next for tobacco?

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Minimum legal smoking age
Smoking prevalence

Tar levels
Health warnings
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Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
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DISCLAIMER

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