



Cigars, Cigarillos and Smoking Tobacco in Canada

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady volume declines continue, with value in less steep falls due to high prices and niche appeal
Leading players hold their places, whilst facing challenges from lawsuits
Retail landscape remains subject to regulatory changes

PROSPECTS AND OPPORTUNITIES

Premiumisation will help to support niche sales of high-end products, protecting value from steeper slumps
Affordability challenges and health and wellbeing trends continue to shrink the consumer base
Challenge for cigar manufacturers to keep cigars culturally relevant in a changing consumer landscape

CATEGORY DATA

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Tobacco in Canada - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
Summary 1 - Legislation Summary at a Glance
Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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SOURCES

Summary 2 - Research Sources

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