



Cigars, Cigarillos and Smoking Tobacco in Greece

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price fighter cigarillos drive growth while seasonal and regulatory pressures affect cigars
Leading players adapt portfolios to maintain relevance across cigar and smoking tobacco formats
Small local grocers remain key, but convenience stores gain ground through accessibility

PROSPECTS AND OPPORTUNITIES

Price sensitivity, tourism trends and smoking bans will shape cigars and cigarillos performance
Cultural norms, climate and lax enforcement support sustained, though declining, demand
Limited innovation expected as companies prioritise new generation tobacco products

CATEGORY DATA

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Tobacco in Greece - Industry Overview

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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
Plain packaging
Point-of-sale display bans
Smoking in public places
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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