



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in Finland

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Steep decline in cigarillos drives category contraction
- Leading players consolidate positions as smaller brands exit
- Grocery retailers dominate distribution across categories

PROSPECTS AND OPPORTUNITIES

- Steady volume decline expected across categories
- Premium cigars retain niche potential while bulk formats fade
- Innovation limited to premium positioning and sustainability

CATEGORY DATA

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- Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
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Tobacco in Finland - 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
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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DISCLAIMER

SOURCES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-finland/report.