



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Germany

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Cigars, Cigarillos and Smoking Tobacco in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigars and cigarillos resilient while smoking tobacco recovers due to revised law

Private label makes gains in cigars and cigarillos thanks to lower prices

Food/drink/tobacco specialists lead distribution while e-commerce makes gains

PROSPECTS AND OPPORTUNITIES

Resilience for cigars and cigarillos, while smoking tobacco may see further growth

Flavours set to remain a key differentiation point for cigarillo brands

Cigars expected to focus on premium positioning through provenance

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024

Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024

Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024

Table 4 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024

Table 5 - Sales of Cigars by Size: % Volume 2019-2024

Table 6 - Sales of Cigarillos by Price Platform 2019-2024

Table 7 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024

Table 8 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024

Table 9 - NBO Company Shares of Cigars: % Volume 2020-2024

Table 10 - LBN Brand Shares of Cigars: % Volume 2021-2024

Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024

Table 12 - LBN Brand Shares of Cigarillos: % Volume 2021-2024

Table 13 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024

Table 14 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024

Table 15 - NBO Company Shares of Pipe Tobacco: % Volume 2020-2024

Table 16 - LBN Brand Shares of Pipe Tobacco: % Volume 2021-2024

Table 17 - NBO Company Shares of Fine Cut Tobacco: % Volume 2020-2024

Table 18 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2021-2024

Table 19 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024

Table 20 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024

Table 21 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029

Table 22 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029

Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Tobacco in Germany - 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

Table 25 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 26 - Sales of Tobacco by Category: Volume 2019-2024

Table 27 - Sales of Tobacco by Category: Value 2019-2024

Table 28 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 29 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 30 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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