



# Cigars, Cigarillos and Smoking Tobacco in the Philippines

June 2024

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## Cigars, Cigarillos and Smoking Tobacco in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigars and cigarillos maintains stable growth

Tabacalera retains number one spot in 2023, collaborating with alcoholic drinks brands

E-commerce sees further expansion

#### PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos will see further stable growth

Younger adults who can legally smoke present growth opportunities for cigars and cigarillos, while smoking tobacco struggles

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