



# Cigars, Cigarillos and Smoking Tobacco in the United Kingdom

June 2024

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

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#### 2023 DEVELOPMENTS

Price fighter cigarillos drive growth by offering consumers value for money  
Leading players focus on flavour offerings and value options  
Marginal shift from cigarettes to fine cut tobacco, boosted by significant price increase

#### PROSPECTS AND OPPORTUNITIES

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