

Cigars, Cigarillos and Smoking Tobacco in Austria

May 2024

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Cigars, Cigarillos and Smoking Tobacco in Austria - Category analysis

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2023 DEVELOPMENTS

Demand for cigars and cigarillos remains above pre-COVID-19 levels

Habanos faces strong price increases and delivery challenges

JTI confirms its newly acquired leadership in fine cut tobacco

PROSPECTS AND OPPORTUNITIES

Cigars expected to perform comparatively well in forecast period

Upcoming taxation expected to mainly impact fine cut tobacco demand

Track & Trace likely to impact brand diversity in cigars, cigarillos, and water pipe tobacco

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DISCLAIMER

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