

# Cigars, Cigarillos and Smoking Tobacco in Ireland

June 2024

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## Cigars, Cigarillos and Smoking Tobacco in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Appeal of cigars and cigarillos waning as consumers opt for next-gen tobacco products

As prices rise in Ireland, the illicit trade keeps growing.

International travel contributes to falling volume sales

#### PROSPECTS AND OPPORTUNITIES

Steady volume declines anticipated in face of rising prices and waning interest

Low innovation and fierce competition from e-vapour products will keep hampering the category's development

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