



# Cigars, Cigarillos and Smoking Tobacco in Finland

May 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigars maintain a loyal customer base

Cigarillos, fine cut and pipe tobacco see decline in demand

Limited access to specialist cigar shops outside major cities has negative impact on demand

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Decline in demand for smoking tobacco will hamper overall performance

Cigars will need to attract younger males to assure positive performance

Tax hikes will have an impact on sales

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