

# Cigars, Cigarillos and Smoking Tobacco in China

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## Abstracts

The cigars category is still at a nascent stage in China, given the relatively low penetration rate. However, in 2022 cigars witnessed robust growth in retail volume terms, in particular driven by domestically produced hand-rolled cigars, thanks to supply chain optimisation, which allowed better access to quality cigar tobacco leaves. Improvements in the taste and aroma were also factors contributing to the growth momentum.

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Cigars and Cigarillos, Smoking Tobacco.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Cigars, Cigarillos and Smoking Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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