

# Luxury Cigars in Sweden

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## Abstracts

While value sales of cigars increased marginally in 2013, volume sales continued to decline. During the review period, volume sales decreased by a CAGR of 3%. The general trend towards smoking less is the main reason for this decline, as is the fact that cigars are failing to attract new and younger consumers. Cigar smoking is mainly a habit of middle-aged and older men. The smoking ban in the online channel is also negatively affecting sales, as is the ban on advertising tobacco products.

Euromonitor International's Luxury Cigars in Sweden report offers a comprehensive guide to the size and shape of the Luxury Cigars market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Cigars retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change

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

### Why buy this report?

Get a detailed picture of the Luxury Cigars 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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Improved Value Sales of Luxury Goods

Affordable Luxury Goods Increasingly Popular

Fragmented Category

Internet Retailing Increasing Rapidly

Further Growth of Luxury Goods Expected

Key Trends and Developments

Swedish Economy Slowly Improves

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