

## **Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China**

Market Direction | 2022-07-14 | 20 pages | Euromonitor

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### **Report description:**

In 2021, retail volume sales of cigars and cigarillos continued to decline. Cigars experienced a stronger fall in comparison with cigarillos, which could be explained by consumption habits. Local consumers treat cigar smoking as a social event, so they prefer smoking in a cigar bar or lounge with friends. In contrast, smoking a cigarillo is perceived as similar to smoking a cigarette, which can be done at home or outside. Therefore, the closure of cigar bars had a negative impact on retail volum...

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in Hong Kong, 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 2017-2021, 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 2026 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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KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of cigars and cigarillos continue to drop in 2021, amid COVID-19

E-commerce continues to thrive by providing a safe and convenient channel to purchase cigars

Cuban cigars continue to dominate sales, while New World cigars rise from a niche positioning

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos set to rebound in 2023 when border with Mainland China reopens

Physical stores will remain vital for cigar smokers due to need for in-person experience

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Smoking prevalence  
Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
Point-of-sale display bans  
Smoking in public places  
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