

## **Cigars, Cigarillos and Smoking Tobacco in Switzerland**

Market Direction | 2022-07-20 | 29 pages | Euromonitor

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### **Report description:**

Fine cut tobacco continues to benefit from consumers trading down, as seen by the sub-category recording the strongest volume and value growth in 2021. Although there is strong competition from other tobacco products, and despite its lack of convenience, fine cut tobacco continues to remain popular among die-hard smokers and price-sensitive consumers - especially young smokers. In 2021, fine cut tobacco continued to benefit from home seclusion and the shift towards working from home arrangements...

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in Switzerland 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.

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Fine cut tobacco continues to benefit from consumers trading down, although premiumisation trends also expected

Cigars and cigarillos perceived as occasional treats and thus less harmful than daily cigarettes

Popularity of water pipes boosts sales of pipe tobacco, with a number of new product launches seen

#### PROSPECTS AND OPPORTUNITIES

Cigars, cigarillos and smoking tobacco set to fare better than standard cigarettes, due to more options and fewer regulations

Polarisation expected in fine cut tobacco, as players launch trendy new variants

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