



Cigars, Cigarillos and Smoking Tobacco in the United Kingdom

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Retailers Prioritise Value Tobacco Formats as Duty Hikes Reshape Purchasing

Cigarillos Outperform as Smokers Abandon Premium Options for Affordability

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Price-Sensitive Smokers Anticipated to Drive Cigarillo Gains as Regulation Tightens

Economic Pressures Expected to Drive Consumers Towards Value-Oriented Cigarillos

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Imperial Tobacco and Gallaher Expand Dominance as Value Formats Drive Share Gains

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Convenience Stores Sustain Sales as Impulse Buying Prevails

E-Commerce Fails to Capture Smokers as Barriers Persist

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in the United Kingdom - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Economic Factors Drive Demand for Lower-Cost Alternatives

Cigarettes Loses Ground Due to Regulatory Pressure, While E-Vapour Systems Gain Traction

Intensifying Regulation Accelerates Shift to Reduced-Risk Formats

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Rechargeable Devices Anticipated to Displace Disposables as Compliance Drives Consolidation

Cigarettes Set to Continue Contracting, While Retention-Oriented Nicotine Delivery Platforms Gain Traction

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Imperial Tobacco and Gallaher Defend Share as Regulation Shifts Demand

Chart 18 - Analyst Insight for Nicotine

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Convenience Stores Retain Lead as Specialists and Vape Outlets Expand

Online Channels Capture Repeat Purchases in Reduced-Risk Nicotine

PRODUCTS

Consumer Retention and Format Continuity Become the New Axes of Innovation

Bladeless Heating Technology and High-Capacity Pod Systems Mark the Leading Edge of New Launches

Portfolio Breadth and Route to Market Strength Determine Which Companies Capture the Transition

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Plain Packaging

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

Low Ignition Propensity (Lip) Cigarette Regulation

Flavoured Tobacco Product Ban

Reduced Harm

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-the-united-kingdom/report.