



Cigars, Cigarillos and Smoking Tobacco in the US

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium cigars stall as consumer enthusiasm wanes under inflationary pressure and novelty fatigue
Swisher International Groups loses top spot in cigars amid headwinds but remains the leader in cigars and cigarillos overall
Tobacco specialists leverage expertise and curated offers to stay ahead in cigars and cigarillos

PROSPECTS AND OPPORTUNITIES

Reframing premium cigars and pipe tobacco as slow, artisanal rituals for mindful, indulgence-driven adults
Preserving cigarillo consumption through hybrid innovation at the tobacco-cannabis intersection
Reviving fine cut tobacco’s appeal through entry-level pricing and hands-on, maker-style positioning

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Tobacco in the US - Industry Overview

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Competitive landscape
Retail developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
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Minimum legal smoking age
Smoking prevalence

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