



Cigars, Cigarillos and Smoking Tobacco in Taiwan

June 2025

Cigars, Cigarillos and Smoking Tobacco in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stabilisation in cigars and cigarillos while smoking tobacco remains negligible
The Pacific Cigar Co leverages portfolio of in-demand Cuban cigars
Tobacco specialists lead through strong product selections and good customer service

PROSPECTS AND OPPORTUNITIES

Growing cigar culture to push the category
Potential tariff and price increases may make cigars even more exclusive
Cigarillos to benefit from pricing and strong distribution

CATEGORY DATA

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Tobacco in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
Summary 1 - 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

MARKET INDICATORS

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MARKET DATA

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SOURCES

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