



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in Belgium

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales decline due to excise duties pushing up prices, in addition to a declining consumer base

The big names benefit from strong brand recognition while smaller players suffer

Specialists remain important for cigars and cigarillos, with tobacconists for smoking tobacco

PROSPECTS AND OPPORTUNITIES

Further declines expected for the category, in light of changing regulations and evolving consumer trends

In a cross-category trend, the new display ban will affect distribution over the forecast period

No innovation expected for the foreseeable future

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024

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Table 23 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

Tobacco in Belgium - 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
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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Table 27 - Sales of Tobacco by Category: Value 2019-2024

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Table 31 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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