



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Switzerland

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Villiger Shots Entices Young Adults of Legal Smoking Age with Modern Branding and Flavoured Options

Intertabak and Villiger Söhne Spark Renewed Interest through Product Innovation

Rising Consumer Expenditure Supports Premiumisation and Experimentation

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Heated Tobacco Draws Users Away From Fine Cut Products

Younger Consumers of Legal Smoking Age Bypass Cigars for Nicotine Pouches and Vapes

Stable Expenditure Underpins Value as Volumes Contract

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Chart 4 - Forecast Volume Sales by Category 2025-2030

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Moods Brand Resilience and Expertise Underpin Leadership Gains

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Chart 6 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Cigar Shoppers as Discounters Lead Smoking Tobacco

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Chart 20 - Brand Shares 2025

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Online Specialists Capture Demand with Bulk Offers in New Nicotine Formats

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Innovation Capacity Becomes a Determinant of Competitive Continuity

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