



**Euromonitor
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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?

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

Chart 5 - Company Shares 2025

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WHAT'S NEXT?

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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

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