



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Canada

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Combustible Tobacco Remains in Structural Decline Despite Stable Economic Conditions

Declining Smoking Prevalence Accelerates Category Contraction

Tightening Regulation Increases Compliance Pressure across the Category

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

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Tightening Regulation Set to Further Limit Opportunities for Differentiation

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Tightening Regulation and Declining Smoking Prevalence Are Reshaping Innovation Priorities

Smoke-Free Retail Initiatives and High-Capacity E-Vapour Formats Illustrate Recent Innovation

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