



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in South Korea

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Cigars, Cigarillos and Smoking Tobacco in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Luxury Experiences Drive Growth as Daily Use Declines

Imported Cigar Brands Gain Visibility through Pairing Events and Lounges

Manufacturers Focus on Heated Tobacco as Niche Formats Stagnate

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Cigar Users Sustain Growth through Lifestyle Experiences

Specialised Venues Elevate Cigars through Curated Social Occasions

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Corporación Habanos Sa Leverages Brand Heritage to Reinforce Dominance

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialist Tobacco Shops Drive Premium Cigar Sales through Curated Experiences

Cross-Border E-Commerce Meets Niche Demand as Regulations Limit Online Growth

ECONOMIC CONTEXT

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2025 Developments

KEY DATA INSIGHTS

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Jti Strengthens User Loyalty by Combining Device Upgrades and Flavour Innovation

Mons Broadens Consumer Choice with Disposable E-Vapour Launch in Convenience Stores

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Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Tax Reform Drives E-Vapour Price Surge and Boosts Heated Tobacco Retention

Chart 16 - Analyst Insight for Nicotine

Tax Reform Drives E-Vapour Price Surge and Boosts Heated Tobacco Retention

Chart 17 - Forecast Volume Sales 2020-2030

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COMPETITIVE LANDSCAPE

Kt&G Extends Lead through Innovation in Reduced-Risk Products

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Convenience Stores Maintain Dominance through Accessibility and Repeat Purchases

Brand Stores and E-Commerce Support Device Sales but Face Regulatory Limits

PRODUCTS

Format Maturation and the Search for Retention-Driven Differentiation Steer Product Development

Next-Generation Device Features, Slim-Format Refinements and Friction-Free Disposables Represent the Primary Recent Innovations

Ecosystem Strength and Dual-Format Portfolio Depth Determine Which Manufacturers Capture Long-Term Value

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Smoking Prevalence

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Smoking in Public Places

Flavoured Tobacco Product Ban

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Chart 23 - Real Gdp Growth 2020-2030

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CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

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