



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Bulgaria

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Smoking Tobacco Loses Relevance as Cigarillos Gain Traction

Handelsgold Attracts Downtraders as Regulation Standardises Offer

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Machine-Made Cigarillos Capture Value Seekers as Hand-Rolling Declines

Flavour Bans and Excise Tax Shifts Intensify Price-Based Competition

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Leverage Brand Strength and Distribution to Sustain Leadership

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Food and Tobacco Specialists Retain Shoppers Seeking In-Person Advice

Online Tobacco Shops Expand Cigar and Cigarillo Choice for Buyers

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in Bulgaria - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Growth Shaped by Price Sensitivity and Changing Consumer Preferences

Velo Attracts Urban Smokers by Offering a Smoke-Free Switch

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Nicotine Pouches and Refillable Vapes Capture Share as Disposable Ban Shifts Demand

Brands Focus on Innovation in Existing Products to Drive Growth

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Lead with Reduced-Risk Gains as Smaller Vape Brands Lose Ground

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

CHANNELS

Small Local Grocers Retain Relevance Due to Accessibility

Regulation Limits Online Nicotine Sales as Physical Retail Dominates

PRODUCTS

Downtrading Behaviour and the Rise of Discretion Drive the Innovation Agenda

Superslim Cigarette Formats and Refined Nicotine Pouch Variants Represent the Clearest Recent Innovations

Compliance Investment and Portfolio Diversification Define Commercial Fortunes of Manufacturers

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 20 - 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/IMPORT/EXPORT

ECONOMIC CONTEXT

Chart 21 - Economic Context for Nicotine

Chart 22 - Real GDP Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

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