



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in Ukraine

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Consumers Reduce Discretionary Purchases as Affordability Tightens

Fine Cut Tobacco Sustains Volume as Premium Formats Decline

Brands Adapt to Niche Demand as Rituals Fade

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Smoking Tobacco Drives Growth as Cigars and Cigarillos See Waning Demand

Traditional Tobacco Becomes Increasingly Marginalised

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Scandinavian Tobacco Group A/S Expands Share as Rivals Lose Ground

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialists Remain Leading Outlets While E-Commerce Gains Traction

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

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Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in Ukraine - Industry Overview](#)

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2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Cross-Format Nicotine Use Surges as Cigarettes Decline

Zyn and Velo Capitalise on Regulation to Grow Nicotine Pouches

Excise-Driven Price Increases Lift Value Despite Falling Volumes

Chart 13 - Volume Sales 2020-2030

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WHAT'S NEXT?

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Top Players Accelerate Innovation to Sustain Leadership
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CHANNELS

Online Platforms Boost Nicotine Sales with Delivery and Omnichannel Convenience

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Smoking Prevalence
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Low Ignition Propensity (Lip) Cigarette Regulation
Flavoured Tobacco Product Ban
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Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

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Chart 25 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigars-cigarillos-and-smoking-tobacco-in-ukraine/report.