



Cigars, Cigarillos and Smoking Tobacco in Greece

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Reduced Investment in Traditional Formats Drives Volume Contraction

Fine Cut Tobacco Loses Share as Consumers Migrate to Alternatives

Manufacturers Shift Focus as Alternatives Reshape Nicotine Demand

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Category Growth Set to Be Limited by Reduced Smoking Prevalence

Smoking Tobacco to Lead Sales as Alternative Nicotine Products Grow

Manufacturers to Prioritise Alternatives as Traditional Formats Lose Ground

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Jt International and Karelia Tobacco Defend Share as Rivals Lose Ground

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

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ECONOMIC CONTEXT

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Chart 8 - Real GDP Growth 2020-2030

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CONSUMER CONTEXT

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2025 Developments

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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Chart 18 - Brand Shares 2025

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ECONOMIC CONTEXT

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CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

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