



Cigars, Cigarillos and Smoking Tobacco in Slovenia

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Excise Increases and Tighter Regulation Constrain a Marginal Category

Cross-Format Consumption Continues to Draw Users Towards Nicotine Alternatives

Fewer Smoking Occasions Accelerate the Decline of Social Tobacco Consumption

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Smoking Tobacco Set to Drive Modest Category Growth Despite Manufacturer Focus Elsewhere

Rising Compliance Costs Set to Reduce Availability of Low-Volume Tobacco Products

Demand Set to Become Increasingly Niche and Occasion-Led

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tobacna Ljubljana and Scandinavian Tobacco Group Retain Dominance as Rivals Stagnate

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Forecourt Retailers Support Cigarillo Sales While Specialists and Grocery Channels Sustain Smoking Tobacco

Online Sales Restrictions Reinforce the Dominance of Physical Retail

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 Slovenia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Overall Nicotine Volume Declines as Cigarette Contraction Outweighs Growth in Cigars, Cigarillos and Smoking Tobacco

Tightening Regulation Reshapes the Nicotine Landscape by Restricting Vaping Variety and Favouring Compliant Formats

Declining Smoking Prevalence Continues to Reduce the Traditional Cigarette Consumer Base

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Regulatory Intensity Is Projected to Sustain Pressure on Nicotine Volumes Despite Resilient Value Growth

Device-Based Nicotine Ecosystems Are Expected to Strengthen Their Competitive Position

Scale and Compliance Capabilities Are Projected to Reinforce Market Consolidation

Chart 15 - Forecast Volume Sales 2020-2030

Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris International Strengthens Its Heated Tobacco Position as Vaping Remains Fragmented

Compliance Capability and Ecosystem Strength Become Increasingly Important

Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

CHANNELS

Supermarkets Retain Their Lead as Tobacco Specialists Gain Modest Share

OPERATING ENVIRONMENT

Legislation

Chart 19 - 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/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 20 - Economic Context for Nicotine

Chart 21 - Real Gdp Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

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