



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Germany

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Cigars, Cigarillos and Smoking Tobacco

INDUSTRY PERFORMANCE

Volume Decline Reflects Economic Pressure and Weaker Occasion-Based Demand

Value Demand Drives Switching to Fine Cut Tobacco and Economy Cigarillos

Cross-Format Usage Drives Cigarillos Growth and Accelerates Cigar Decline

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Volume Decline Set to Continue as Cigars Face Structural Pressure

Chart 4 - Analyst Insight for Cigars, Cigarillos and Smoking Tobacco

Cigarillos Forecast to Decline Overall While Flavour and Premium Segments Support Niche Growth

Smoking Tobacco Set to Benefit From Downtrading While New Risks Emerge

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Concentration Increases as Reemtsma Extends Lead and Rivals Lose Share

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Specialist Retailers Benefit From Compliance Advantages and Consumer Trust

Retail E-Commerce Remains Constrained by Regulatory Barriers

PRODUCTS

Value and Cross-Format Consumption Drive Product Development

Rothfuchs and Villiger Shots Address Price and Occasion Barriers

Reemtsma Capitalises on Value Focus as Rivals Adjust Portfolios

ECONOMIC CONTEXT

Chart 9 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Germany - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Alternative Nicotine Formats Drive Growth Despite Cigarette Stagnation

Declining Smoking Prevalence Supports Switching While Slowing Cigarette Growth

Cross-Format Consumption Sustains Demand across Nicotine Categories

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Alternative Nicotine Formats Forecast to Support Market Resilience as Smoking Prevalence Declines

Cross-Format Consumption Set to Sustain Demand across Nicotine Categories

Chart 18 - Analyst Insight for Nicotine

Regulatory Pressure Is Expected to Reshape Product Portfolios and Increase Compliance Demands

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Remains Ahead as Smaller Players Broaden Competition

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Nicotine Distribution through Scale and Accessibility

E-Commerce Remains Constrained by Regulation and Consumer Habits

PRODUCTS

Cross-Format Consumption and Anticipated Flavour Restrictions Are Reshaping Innovation Priorities

Ploom Aura and Rechargeable Vaping Systems Illustrate Innovation Shaped by Switching Behaviour

Innovation Is Raising Competitive Pressure and Accelerating Portfolio Adaptation

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 23 - 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

Low Ignition Propensity (Lip) Cigarette Regulation

Flavoured Tobacco Product Ban

Reduced Harm

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 24 - Economic Context for Nicotine

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Nicotine

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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