The Global Cigars Market
Trends, Drivers & Projections

March 2015

Key Market Forces

Drivers

- Rising Taxation and Stringent Regulations on Cigarettes
- Increasing Consumption of Premium Cigars
- Growing Demand for Little Cigars & Cigarillos
- Less Stringent Tax Framework & Regulatory Structure for Cigars
- Popularity of Flavored Cigars among Younger Consumers

Inhibitors

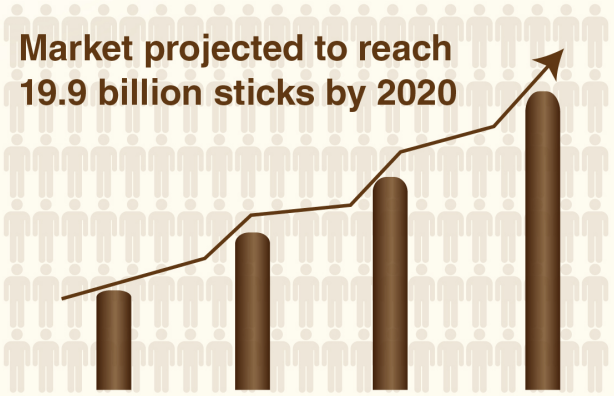
- Growing Health Awareness
- Strict Anti-Smoking Regulations
- Advertising Restrictions & Labeling Requirements



Company News & Stories

- 262 Cigars Commence Regular Production of Allegiance Cigars
- General Cigar Acquires Cigar Brands of Leccia Tobacco Company
- Swisher International Inks Definitive Agreement to Takeover Drew Estate
- STG Takes Over Verellen NV
- Japan Tobacco to Close Northern Ireland and Belgium Plants

Global Market Share, Size & Demand Forecasts





The United States:
The Largest Market

Asia-Pacific: The Fastest Growing Market at 10.2% CAGR

Competition

- Altadis SA
- Agio Cigars
- Swedish Match
- John Middleton Co.
- Habanos SA Corporation
- Swisher International, Inc.
- Scandinavian Tobacco Group
- Dannemann Cigarenfabrik GmbH

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