

June 2024 Cigar Market Import Report (Summary)



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This report from the Cigar Association of America (CAA) provides a summary of cigar imports for the first half of 2024, with a focus on large cigars, little cigars, and cigar leaf tobacco.

Overview of Cigar Industry Imports

Large Cigars

The table below comprises all four large cigar import HTS codes. As of June 30, 2024, year-to-date imports decreased year-over-year by 140 million cigars, reflecting a decline of 3%.

Little Cigars and Cigar Leaf Tobacco

For the first six months of 2024, year-to-date imports of little cigars saw a year-on-year increase of 40 million cigars, marking a substantial rise of 89%. Conversely, imports of cigar leaf tobacco during the same period experienced a year-on-year decrease of 100,000 kilograms (kg), representing a decline of 11%.

Cigar Industry Imports

Midyear Comparison: 2024 vs. 2023

U.S. Imports	2024	2023	Change	Change (%)
Large Cigars	4.01B	4.15B	(140M)	-3.3%
Little Cigars	83.6M	44.3M	39.3M	+88.7%
Cigar Leaf Tobacco*	8.9M	9.9M	(100K)	-10.9%

SOURCE: U. S. Census Bureau, Imports of Merchandise for Consumption, IM-146, based on data from the U. S. Customs Service.

* Cigar leaf tobacco units in kilograms

Premium Large Cigar Imports

Overall Growth

Premium large cigar imports rose by 1.6% YTD compared to 2023. Total imports for premium cigars reached 191.7 million units in the first half of 2024, up from 188.7 million units in 2023—a net increase of 3 million cigars. See the table below for details.

Estimated Premium Large Cigar Imports

Midyear Comparison: 2024 vs. 2023

(in 1000s)

Country of Origin	2024	2023	Change	Change (%)
Nicaragua	120,053	116,898	3,155	+2.7%
Dominican Rep.*	39,573	36,686	2,887	+7.9%
Honduras	30,430	34,212	(3,782)	-11.1%
Costa Rica	1,428	615	813	+132.2%
Philippines	155	220	(65)	-29.5%
Mexico	31	28	3	+10.7%
Panama	10	-	10	-
Bahamas	3	10	(7)	-70%
TOTAL	191,682	189,669	3,013	+1.6%

SOURCE: U. S. Census Bureau, Imports of Merchandise for Consumption, IM-146, based on data from the U. S. Customs Service.

Key Trends for Premium Large Cigar Imports

Despite fluctuations in individual countries, the overall growth of 1.6% in premium cigar imports suggests sustained consumer demand. Imports from Nicaragua and the Dominican Republic were the primary drivers of growth, offsetting the decline in imports from Honduras.

Industry Trends and Market Outlook

The report highlights the mixed performance of different segments of the cigar market, with a decline in overall large cigar imports but steady growth in premium cigar imports, reflecting evolving consumer preferences and market dynamics.