

Cigar Association of America

Cigar Sales in 2022 and Imports in 2023

In 2022, the estimated total cigar sales volume dropped 14%, down to 13.1 billion cigars. However, the upward trend in premium cigar imports continued just over 2% year-over-year growth. But, imports of popular price cigars for 2022 were down close to 15% year-over-year.(2)

In 2023, total large cigar imports experienced a 10% decrease compared to 2022 import data. Despite this decline, the premium cigar market demonstrated resilience in the latter half of the year, rebounding to slightly surpass 2022 figures by almost 1%. Specifically, 467 million premium cigars were imported in 2023, compared to 464 million in 2022. Following a remarkable 25% surge from 2020 to 2021, concerns emerged regarding the sustainability of this growth, with speculation that 2021 might represent a singular peak in premium imports before a downward trend ensued. However, as of the conclusion of 2023, it becomes evident that premium imports remain almost flat with a marginal 1% uptick from 2022.(3)

(2) Sales volume estimates for the total cigar market are based data from the TTB Statistical Reports, the U.S. Census Bureau IM-146 Import Report based on U.S. Customs data, the MSAi data report, IRI data, and CAA member companies.

(3) 2023 and 2022 comparative import data is derived from U.S. Census Bureau IM-146 Import Report based on U.S. Customs data and CAA member companies.