



ECMA

The European Cigar Manufacturers Association





Maintaining a differentiated regulatory approach

EU regulation of tobacco products must continue to consider and address the significant underlying differences in product characteristics and properties, consumer expectations and behaviours, as well as market size.

A 'one size fits all' approach to taxation and regulation for all tobacco products, would be highly disproportionate and disregard the divergent characteristics, as well as the different tax-bearing capacity of cigars and cigarillos, which is not the same as mass-produced tobacco products.

Because cigars / cigarillos are:

- enjoyment products consumed by adult connoisseurs;
- **not products associated with starting smoking;**
- niche products consumed only occasionally;
- produced in small number and batches;
- culturally and economically important category for many third countries.

Made for connoisseurs...

The skilled craftsmanship involved, and their small-batch manufacturing make cigars and cigarillos a premium product enjoyed by connoisseurs with a specific profile: predominantly older men who are well-aware of associated smoking risks.

...not the mass-market

The EU's market for cigars and cigarillos represents only 1.6% of the total consumption of tobacco products in the Single Market. Their specific consumer profile ensures they are not initiation or gateway products for further tobacco use among young people.

According to the latest Special Eurobarometer (published June 2024), only 1% or less of smokers in the EU consume cigarillos, cigars or pipes on a daily basis, as opposed to 70% for heated tobacco, 69% for factory-made cigarettes and 55% for e-cigarettes.

Truly natural and artisanal

The production of cigars and cigarillos is a centuries-old industry characterised by artisanal tradecraft. Cigars are the oldest tobacco products in the world, with only three distinct parts: a filler, in most cases a

binder, and a natural wrapper. Particularly the natural wrapper of tobacco leaves needs careful handling by skilled workers using a combination of traditional and modern methods, making them very expensive to grow, create and purchase.

Europe's cigar industry...

The European Cigar Manufacturers Association (ECMA) was founded in the early 1990s as the representative body of the European manufacturers of cigars and cigarillos. Today ECMA represents the major cigar and cigarillos manufacturers in Belgium, Denmark, Germany, Hungary, Italy, The Netherlands, Spain and Switzerland. Together the ECMA members account for over 80% of the cigars and cigarillos produced in and exported from the European Union.

ECMA includes a wide range of different types of European companies involved in tobacco manufacturing – from companies with a global footprint to SMEs.

...is an important anchor in rural communities

Some of these companies are over 150 years in existence, with many spanning seven or eight generations. Across the European Union, ECMA members are proud to provide high-quality jobs to some 5.500 people across the EU, mostly in rural areas.

Cigar making is an enduring European cultural heritage and part of the cultural patrimony of numerous countries in Central America. ECMA members' long-standing partnerships with local plantations and suppliers employs an estimated 500,000 people in jobs relating to the production and processing of tobacco leaves across the world, specifically in Indonesia, Brazil, Cuba, Ecuador, Honduras, Nicaragua Sri Lanka, and the Dominican Republic.

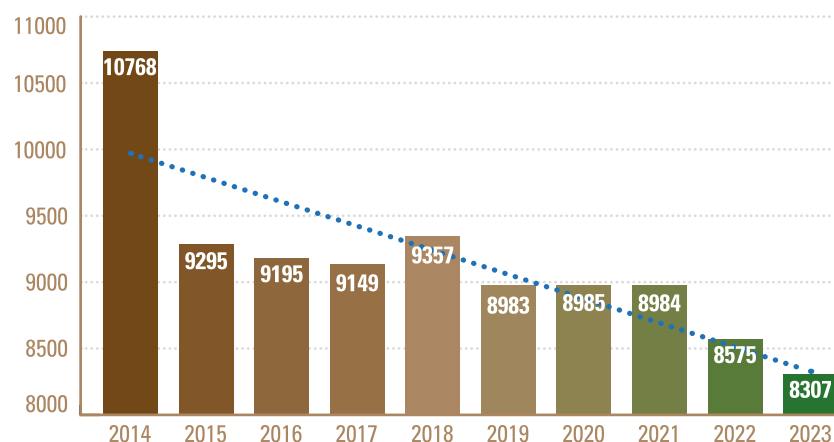
Employment	Number of cigar plants	Employment
Belgium	5	991
Denmark	2	438
France	0	220
Germany	7	1.763
Hungary	1	550
Portugal	2	170
Italy	4	539
Malta	1	27
Netherlands	2	195
Slovakia	0	33
Spain	1	342
Other	-	235
Total	25	5.503

Products used or tried first (%)

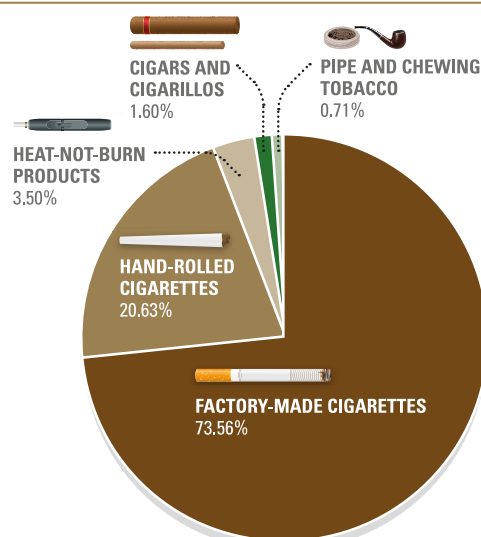
	EU27
Boxed cigarettes	79
Handrolled cigarettes	8
E-cigarettes	3
Heated Tobacco	1
Cigars	1
Oral tobacco	1
Cigarillos	1
Pipe tobacco	1
Shisa - waterpipe	1
Other	1
Don't know	3
Total	100

Source: Eurobarometer 539 - 2024

Estimated volumes and market shares of cigars/cigarillos on EU market

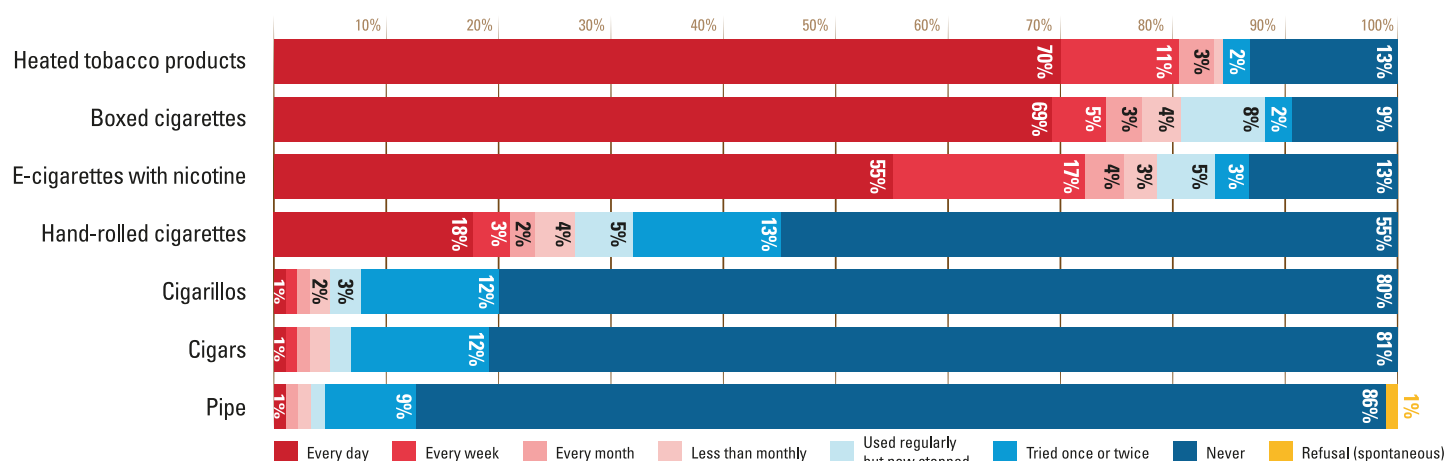


ECMA market data, June 2024



Source: REPORT FROM THE COMMISSION on the establishment of a substantial change of circumstances for heated tobacco products in line with Directive 2014/40/EU, June 2022

Use of tobacco and nicotine products in the EU



Source: Eurobarometer 539 - 2024

Our Members



ECMA National Associations

- Asociacion Empresarial del Tabaco *Spain*
- Associação Nacional dos Fabricantes e Importadores de Charutos e Cigarilhas *Portugal*
- Bundesverband der Zigarrenindustrie *Germany*
- Fecibel *Belgium and Luxembourg*
- Fédération des fabricants de cigares *France*
- Imported Tobacco Products Advisory Council *United Kingdom*
- Nederlandse Vereniging voor de Sigarenindustrie *Netherlands*
- Tobaksindustrien *Denmark*
- Verband Schweizerischer Zigarrenfabrikanten *Switzerland*



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