

Sales of Cuban cigars worldwide grew 7 percent in 2018



Havana, February 21 (RHC) – Habanos SA -- a Cuban-Spanish joint venture and the world's leader in Premium cigars -- announced that worldwide sales in 2018 grew by 7 percent, compared to the previous year.

Addressing cigar lovers and experts participating in the 21st Habanos Festival, Ernesto Gonzalez, marketing director of Habanos SA, said that sales of Cuban cigars reached a record US \$537 million in 2018. He added that Cuba accounts for 80 percent of cigar sales worldwide in terms of value.

José María López Inchaurre, the company's vice-president for development, said that Spain is ratified as the main market, with a 22% growth in 2018, followed by China and France in that order.

European markets registering significant growth in 2018 included Germany and Switzerland, with 15 and 16 percent respectively.

The U.S. market, said the Habanos S.A. official, also grew by 18 percent and the Africa and Middle East regions both closed with a five percent increase.



Radio Habana Cuba