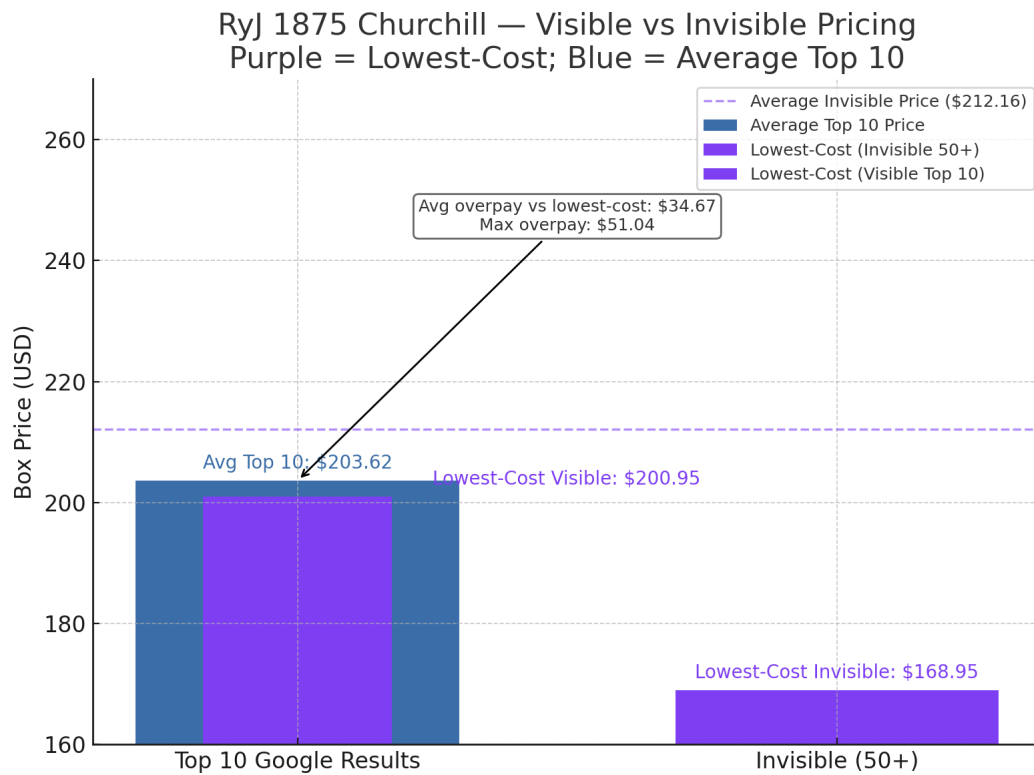


Cigar Buyers Are Overpaying \$35–\$51 Per Box

Why?

Google search favors affiliates, not the lowest-cost retailers. As a result, buyers only see higher-priced boxes.



Key Findings

- Lowest-cost retailers (Nick's, Gotham, Cigar Place) are invisible in Google's Top 10.
- Average Top 10 price: \$203.62 | Lowest-cost invisible price: \$168.95.
- Buyers overpay \$34.67 on average, and up to \$51.04 per box.

The Opportunity

PriceScout levels the playing field by surfacing the lowest-cost boxes and giving retailers transparent visibility into traffic and conversions. Join now — free for 6 months.