

Cigarettes in Egypt

June 2023

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Cigarettes in Egypt - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigarette prices rise as inflation and currency devaluation impacts the landscape Shifts in the competitive landscape following British America Tobacco's exit QR codes play a role in preventing illegal prices by retailers

PROSPECTS AND OPPORTUNITIES

Due to ongoing inflation, price points continue to rise, negatively impacting growth Consumers shift to cheaper options, as more economic offerings hit the shelves Increasing demand for illicit trade will challenge retail sales of cigarettes

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DISCLAIMER

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