

# Cigarettes in Spain

June 2023

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#### 2022 DEVELOPMENTS

Cigarette sales see a further recovery in 2022 but remain below pre-pandemic levels

Price rises influence consumer purchasing decisions in 2022

Philip Morris loses the lead as its attention turns to heated tobacco

#### PROSPECTS AND OPPORTUNITIES

Sales expected to decline as Spain takes steps to reduce smoking prevalence

Heated tobacco presents real threat to future sales of cigarettes

Tourism and cross-border purchases are expected to remain relevant to sales of cigarettes

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