

# **Cigarettes in Poland**

June 2023

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# Cigarettes in Poland - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Cigarette consumption rises due to migrants and fall in illicit sales JTI Polska retains stronger position in cigarettes Higher excise tax largely absorbed by producers

# PROSPECTS AND OPPORTUNITIES

Rising costs and excise duty likely to be passed on to consumers Stronger strategic focus on alternative smoking products Cigarette retail volume sales face decline

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