

# Cigarettes in the Netherlands

June 2024

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## Cigarettes in the Netherlands - Category analysis

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#### 2023 DEVELOPMENTS

Cigarette volume sales decline as smoking prevalence falls

Increase in cross border purchases dampens volume sales

Cigarette smokers are not switching to smoking tobacco

#### PROSPECTS AND OPPORTUNITIES

Considerable shifts in distribution to follow tobacco ban in modern grocery retailers

Continued pressure from government, society and interest groups to curb tobacco use

Retail monitoring of tobacco retailers is likely to put negative pressure on sales

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