

# Cigarettes in Canada

May 2024

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## Cigarettes in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decline in cigarette smoking accelerates  
Sales of illicit cigarettes increase  
Consumers seek more affordable options

#### PROSPECTS AND OPPORTUNITIES

Expansion of vaping and heated tobacco products will negatively impact cigarettes  
Illicit trade of cigarettes will remain a significant challenge  
New government regulations and public health initiatives will negatively impact sales

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