

# Cigarettes in Egypt

June 2024

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## Cigarettes in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigarettes suffer from supply shortages which leads to increase in retail prices  
Eastern Co SAE continues to lead the market, while Al Mansour benefits in the face of shortages  
QR codes play role in preventing illegal price increases by retailers

#### PROSPECTS AND OPPORTUNITIES

Improved performance expected, in line with greater stability within the supply chain  
Manufacturers will introduce wider variety of variants  
Ongoing demand for illicit cigarettes will challenge retail sales

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