

Cigarettes in South Korea

June 2024

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Cigarettes in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarettes experiences a moderate decline in both volume and value terms in 2023 Product innovations reduce negative aspects of cigarettes, while intensifying the flavour and taste KT&G Corp retains its leading position in cigarettes

PROSPECTS AND OPPORTUNITIES

Continuous declines in cigarette volumes expected as the transition to alternatives accelerates The societal issues surrounding cigarettes are deepening Potential for increases in the prices of cigarettes

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Tobacco in South Korea - Industry Overview

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