

# Cigarettes in Hong Kong, China

June 2024

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## Cigarettes in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further fall in smoking prevalence due to heightened health awareness, along with strong legislation and education

Product innovation and new launches focus on flavour

Philip Morris Asia Ltd maintains dominant leadership of cigarettes

#### PROSPECTS AND OPPORTUNITIES

Strong legislation intervention calls for product diversification

Increasing reliance on local consumption means brands are expected to tailor their strategies accordingly

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