

# Cigarettes in Algeria

June 2024

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## Cigarettes in Algeria - Category analysis

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#### 2023 DEVELOPMENTS

Increased excise tax continues to weigh on demand for cigarettes

Shift of smokers to more affordable mid-priced brands

Philip Morris remains the leading player

#### PROSPECTS AND OPPORTUNITIES

Continued volume growth over forecast period

High-tar cigarettes remain most popular variant

Mid-priced cigarettes gain further ground

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Advertising through retail point-of-sale

Sponsorship of sporting/music events

Distribution of tobacco-branded gifts (e.g. cigarette-branded lighters, pens, etc.)

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