

# Cigarettes in Poland

June 2024

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# Cigarettes in Poland - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cigarettes sales slowing down despite increasing sales to tourists

Philip Morris strengthens its position in Poland thanks to competitive pricing

Brands from "bottom" price segment increasingly in demand

# PROSPECTS AND OPPORTUNITIES

Cigarettes to gradually decline in the forecast period

Rising prices could encourage more people to quit

Heated tobacco and other tobacco alternatives expected to cannibalise sales of cigarettes

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