

# Cigarettes in Australia

June 2024

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# Cigarettes in Australia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cigarette volume sales continue to decline in 2023

Tax increases push up unit prices to be among the highest in the world

Increasing regulation and cost-of-living pressures drive growth in illicit trade

# PROSPECTS AND OPPORTUNITIES

Cigarette volume sales expected to further decline

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Value growth expected to slow as inflationary pressures ease

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