

# **Cigarettes in Slovenia**

June 2024

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# Cigarettes in Slovenia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cigarettes sales slump as more smokers look to quit Cigarettes losing sales to alternative tobacco products Marlboro maintains its lead in cigarettes

# PROSPECTS AND OPPORTUNITIES

Cigarettes set to continue on a downward spiral with more smokers expected to quit Strategic partnerships and AI expected to be seen in cigarettes Government expected to step up efforts to curb illicit trade

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