

Cigarettes in Portugal

June 2024

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Cigarettes in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarettes records declining volume sales due to economic pressures and increasing competition from heated tobacco Smokers switch to cheaper options to save money JTI gains share in cigarettes as Philip Morris shifts focus

PROSPECTS AND OPPORTUNITIES

More restrictions likely to impact smoking prevalence in Portugal Heated tobacco expected to present a growing threat to sales Restrictions on vending could have big implications for cigarettes

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Tobacco in Portugal - Industry Overview

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DISCLAIMER

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