

Cigarettes in Western Europe

September 2022

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Illicit tobacco set to stabilise over forecast period

Illicit tobacco linked to excise tax increases

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Convenience and non-grocery specialists drive growth in sales distribution (1)

Convenience and non-grocery specialists drive growth in sales distribution (2)

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Top players monopolise Western European cigarettes

PMI enjoys greatest share of Western Europe's competitive landscape

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Tax increases quell retail value declines in a few nations (1)

Tax increases quell retail value declines in a few nations (2)

Volume sales to see declines given economic malaise, rising prices and health concerns

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Heated tobacco sales in Germany

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Austria: Market context

Austria: Competitive and retail landscape

Belgium: Market context

Belgium: Competitive and retail landscape

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Denmark: Competitive and retail landscape

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UK: Competitive and retail landscape

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