



Euromonitor
International

Cigarettes in the Netherlands

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing excise duty leads to reduced cigarette consumption in the Netherlands
Philip Morris Holland BV continues to lead sales, while improving its volume share
The ban on tobacco sales through supermarkets benefits forecourt retailers and specialists

PROSPECTS AND OPPORTUNITIES

Growth will be further affected by regulatory changes and smoking prevalence
Plans to limit sales channels will place further pressure on the sales of cigarettes
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DISCLAIMER

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