



Euromonitor
International

Cigarettes in Canada

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A continuous decline for cigarettes, due to ongoing efforts from health authorities
Imperial Tobacco maintains its lead, while players in cigarettes face challenges
Retail landscape subject to rules and regulations, with sales of cigarettes strongest through forecourt retailers

PROSPECTS AND OPPORTUNITIES

An ongoing structural decline for cigarettes
Competitive status quo expected to remain the same
Despite the challenges, some opportunities remain

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DISCLAIMER

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