



Cigarettes in Ireland

June 2024

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Cigarettes in Ireland - Category analysis

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2023 DEVELOPMENTS

High living costs and tax increases undermine volume sales in cigarettes
Sales of cigarettes hampered by competition from disposable vapes
Competitive landscape remains consolidated among major international players

PROSPECTS AND OPPORTUNITIES

Cigarette sales will continue to decline as a result of stricter regulations and shifting consumer behaviour
Illegal trade will continue to attract some consumers cigarettes prices continue to rise
Channel sales will shift to store-based retail as regulations on licenses get stricter

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