



Cigarettes in Egypt

June 2024

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Cigarettes in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarettes suffer from supply shortages which leads to increase in retail prices
Eastern Co SAE continues to lead the market, while Al Mansour benefits in the face of shortages
QR codes play role in preventing illegal price increases by retailers

PROSPECTS AND OPPORTUNITIES

Improved performance expected, in line with greater stability within the supply chain
Manufacturers will introduce wider variety of variants
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