



Cigarettes in Egypt

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Production stabilises as foreign currency supply issues ease
- Eastern Co continues to dominate but Philip Morris International increases its influence on the category
- The distribution of cigarettes expands beyond offline retail

PROSPECTS AND OPPORTUNITIES

- Forecast of moderate retail volume growth despite expected price rises for cigarettes
- Some consumers may shift to lower-priced brands
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DISCLAIMER

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