



Cigarettes in Spain

June 2024

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Cigarettes in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarette value sales surpass pre-pandemic levels, but volume sales decline

Surges in prices and the decline in consumers' purchasing power strongly impact demand for cigarettes, as smokers shift to other products

JT International takes the lead

PROSPECTS AND OPPORTUNITIES

Cigarette consumption is expected to decline over the forecast period due to increased concerns over health and wellness.

More price increases are expected to further impact cigarette consumption

Influence from neighbouring countries could lead Spain to extreme measures to prevent tobacco consumption

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No changes were made to taxation rates in 2023

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