



# Cigarettes in Greece

June 2024

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## Cigarettes in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decline in smoking prevalence in 2023  
Growing competition from new-generation tobacco products  
Shrinking disposable incomes take their toll on cigarettes volumes

#### PROSPECTS AND OPPORTUNITIES

Migration to new-generation products is set to gather pace over the forecast period  
Economic factors will dampen performance  
Larger pack sizes to gain market share, at the expense of 20s

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