

# Cigarettes in Greece

June 2025

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## Cigarettes in Greece - Category analysis

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#### 2024 DEVELOPMENTS

Smoking prevalence remains high despite slow decline

Papastratos retains leadership but loses share to more focused players

Traditional retail remains dominant but faces increasing competition

## PROSPECTS AND OPPORTUNITIES

Gradual decline moderated by tourism and dual usage

Cultural and environmental factors sustain demand

Innovation slows as investment shifts to alternative products

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