



# Cigarettes in South Korea

June 2024

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## Cigarettes in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigarettes experiences a moderate decline in both volume and value terms in 2023

Product innovations reduce negative aspects of cigarettes, while intensifying the flavour and taste

KT&G Corp retains its leading position in cigarettes

#### PROSPECTS AND OPPORTUNITIES

Continuous declines in cigarette volumes expected as the transition to alternatives accelerates

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