



Euromonitor  
International

# Cigarettes in Norway

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium-priced products lead sales despite ongoing price hikes for cigarettes  
British American Tobacco Norway retains its lead, however, share is lost to Philip Morris Norway  
Discounters lead sales of cigarettes as consumers seek affordable price points

PROSPECTS AND OPPORTUNITIES

Retail volume is set to remain positive in the early forecast period, however, challenges will increase  
Sales through retail e-commerce may be banned across the forecast period  
Innovation is set to be limited as companies focus on premiumisation and strategic pricing

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