



Euromonitor  
International

# Cigarettes in Germany

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continual decline in volume sales but value sales rise in 2023  
Limited product innovation amid challenges  
Trading down apparent in cigarettes but premium brands report stable sales

#### PROSPECTS AND OPPORTUNITIES

Relatively moderate decline in smoking prevalence over forecast period  
Shift towards reduced risk products not fully supported by legislation  
Low prices and sustainability attributes expected to become more prominent

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cigarettes-in-germany/report](http://www.euromonitor.com/cigarettes-in-germany/report).