



Euromonitor
International

Tobacco in Belgium

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Kiosks and night shops remain key distributors of cigarettes

PROSPECTS AND OPPORTUNITIES

Cigarettes sales will continue to decline, due to changes in both regulations and consumer behaviour and
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Sales decline due to excise duties pushing up prices, in addition to a declining consumer base

The big names benefit from strong brand recognition while smaller players suffer

Specialists remain important for cigars and cigarillos, with tobacconists for smoking tobacco

PROSPECTS AND OPPORTUNITIES

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Hexa and Vuse remain the leaders, as Philip Morris also enters category

Convenience retailers remain important for sales of e-vapour products

PROSPECTS AND OPPORTUNITIES

Positive sales expected to continue for e-vapour products, thanks to evolving consumer habits

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