



Euromonitor
International

Cigarettes in Finland

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarette sales continue to decline as fewer Finns take up or maintain the habit
Philip Morris Finland maintains strong leadership with widely available brands
Grocery retailers, especially hypermarkets, remain dominant distribution channels

PROSPECTS AND OPPORTUNITIES

Retail volume sales expected to continue sharp decline amid social and regulatory pressures
Cross-border trade likely to persist as consumers seek cost savings
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