



# Cigarettes in Finland

May 2024

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## Cigarettes in Finland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further decline in 2023, as consistent tax rises hit the pockets of smokers  
New restrictions make it harder for consumers to indulge their smoking habit  
Introduction of plain packaging benefits major players

#### PROSPECTS AND OPPORTUNITIES

Further decline expected, as more Finns quit smoking due to health concerns and increasing prices  
Revised Tobacco Act will impact the category, with players having little incentive to develop new products  
Nicotine pouches and e-vapour products will represent strong competition

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