



Euromonitor  
International

# Cigarettes in Belgium

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarette sales continue to decline due to high excise taxes and regulatory changes  
Philip Morris maintains leading place, despite its higher price points  
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  
Regulatory changes will have significant effects on distribution over the forecast period  
No innovation in cigarettes expected over the forecast period

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