



# Cigarettes in Poland

June 2024

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## Cigarettes in Poland - Category analysis

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#### 2023 DEVELOPMENTS

Cigarettes sales slowing down despite increasing sales to tourists  
Philip Morris strengthens its position in Poland thanks to competitive pricing  
Brands from “bottom” price segment increasingly in demand

#### PROSPECTS AND OPPORTUNITIES

Cigarettes to gradually decline in the forecast period  
Rising prices could encourage more people to quit  
Heated tobacco and other tobacco alternatives expected to cannibalise sales of cigarettes

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