



Euromonitor
International

Cigarettes in Estonia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Downward trajectory continues in 2024
- Philip Morris Eesti OÜ leads with its diverse portfolio of brands
- Supermarkets lead with their competitive pricing and broad product selection

PROSPECTS AND OPPORTUNITIES

- Rising prices and consumer health awareness drive further decline
- Reduced-risk alternatives to gain popularity
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DISCLAIMER

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