



# Cigarettes in Denmark

May 2024

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## Cigarettes in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cross-border trade tempers domestic retail volume sales decline  
Legislative restrictions make new product developments harder to communicate  
Taxation is stable amid fears of higher volumes of imports

#### PROSPECTS AND OPPORTUNITIES

Alternatives represent a growing threat to cigarettes  
Global/international brands hold a competitive advantage over local brands  
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