



# Cigarettes in Japan

June 2024

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## Cigarettes in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of cigarettes continue to decline in 2023  
A small decrease in sales thanks to no tax increases  
Japan Tobacco gains share with its economy priced products

#### PROSPECTS AND OPPORTUNITIES

Expected tax revisions in the forecast period  
A restrictive smoking environment will constrain growth  
Economy priced cigarettes expected to see a further share increase

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