



Euromonitor  
International

# Cigarettes in Japan

June 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cigarettes continues to register decline in 2024 due to a range of factors  
Japan Tobacco gains share with its economy-priced products  
Convenience stores remains the leading distribution channel for cigarettes in 2024

#### PROSPECTS AND OPPORTUNITIES

Ageing population, rising health concerns, and expected tax increases will negatively affect cigarettes in the coming years  
Decline in smoking areas will further constrain cigarettes in the years ahead  
Economy-priced cigarettes expected to see further share increase as consumers become increasingly price-conscious

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