



Cigarettes in the Czech Republic

June 2025

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2024 DEVELOPMENTS

Sharp decline in cigarette consumption amid rising prices and changing social norms
Philip Morris maintains leadership through brand strength and local production
Tobacco specialists lead distribution thanks to product range and convenience

PROSPECTS AND OPPORTUNITIES

Cigarette consumption set to continue declining amid tax hikes and reduced smoking prevalence
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Innovation to shift away from cigarettes toward reduced-risk products

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DISCLAIMER

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