

Cigarettes in Ukraine

June 2025

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Cigarettes in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales rebound as illicit trade declines PMI gains ground as BAT shifts focus to alternatives Traditional trade retains dominance as e-commerce gains traction

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Volume decline to continue as consumers shift to illicit products and modern alternatives Industry responds to flavour ban with novel workarounds and premium blends Chesterfield leads innovation with enlarged packs and new tobacco blends

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Tobacco in Ukraine - Industry Overview

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DISCLAIMER

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