



Euromonitor
International

Tobacco in Denmark

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- Volume sales of cigarettes continued to decline as consumer preferences shift
- Leading brand owners faced volume declines, with Philip Morris performing slightly better than competitors
- Grocery retail remained the dominant distribution channel, while e-commerce gained ground

PROSPECTS AND OPPORTUNITIES

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Cigars and cigarillos continue to decline, with cigarillos losing cultural and generational relevance
Scandinavian Tobacco Group consolidates dominance across both cigars and smoking tobacco
Grocery retailers dominate distribution, while premium segments grow via specialist and online channels

PROSPECTS AND OPPORTUNITIES

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- Consolidation and leadership shifts shape the competitive landscape
- Grocery retailing maintains dominance amid selective shifts in distribution

PROSPECTS AND OPPORTUNITIES

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