



Euromonitor
International

Tobacco in Norway

June 2025

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British American Tobacco Norway retains its lead, however, share is lost to Philip Morris Norway

Discounters lead sales of cigarettes as consumers seek affordable price points

PROSPECTS AND OPPORTUNITIES

Retail volume is set to remain positive in the early forecast period, however, challenges will increase

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Conrad Langaard AS maintains its lead in cigars and cigarillos while improving its share

While discounters lead sales, tobacco specialists gain ground, especially for cigar sales

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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