

# Cigarettes in Slovakia

July 2025

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# Cigarettes in Slovakia - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Volume sales continue to decline amid regulatory pressure and changing consumer preferences

Leading players shift focus as the category loses strategic priority

Value-conscious consumers shift purchases to hypermarkets

## PROSPECTS AND OPPORTUNITIES

Continued decline in volume sales amid shifting consumer preferences and rising taxation

Short-term relief from tax freeze offers limited support

Innovation remains focused on packaging and limited editions

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