

# Cigarettes in Portugal

June 2024

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## Cigarettes in Portugal - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cigarettes records declining volume sales due to economic pressures and increasing competition from heated tobacco Smokers switch to cheaper options to save money

JTI gains share in cigarettes as Philip Morris shifts focus

## PROSPECTS AND OPPORTUNITIES

More restrictions likely to impact smoking prevalence in Portugal

Heated tobacco expected to present a growing threat to sales

Restrictions on vending could have big implications for cigarettes

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