

# **Cigarettes in Portugal**

June 2025

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# Cigarettes in Portugal - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Cigarettes continues its declining trend Tabaqueira remains dominant player Vending machines lead cigarettes sales

# PROSPECTS AND OPPORTUNITIES

Continued decline in cigarette sales driven by shift to non-combustible alternatives Expected further limitations over purchase and smoking areas Innovation in alternatives are set to affect cigarretes sales

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