



Cigarettes in the Philippines

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigarettes witness further decline in retail volume sales
Philip Morris Fortune Tobacco Corp remains category leader
Small local grocers dominate the distribution of cigarettes

PROSPECTS AND OPPORTUNITIES

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Strategic focus on alternatives will enable incumbents to mitigate falling sales of cigarettes
Small local grocers will remain key distribution channel whilst illicit trade rises

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