



Cigarettes in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for cigarettes remains surprisingly stable
Philip Morris retains leadership while JTI invests in premium segment with launch of Sobranie
Vending continues to win market share

PROSPECTS AND OPPORTUNITIES

Cross-border purchases will remain a key influencing factor
Government likely to maintain cautious approach to tobacco control
No groundbreaking innovations expected in cigarettes

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Plain packaging

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DISCLAIMER

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