

Cigarettes in Turkey

June 2025

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Cigarettes in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium brands and immigration flows drive volume recovery British American Tobacco gains momentum with Kent portfolio Discounters outperform in a shifting retail landscape

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Cigarette sales set to grow modestly as inflation eases and controls tighten Premium positioning and format innovation will shape market dynamics Brand development to focus on line extensions over disruptive innovation

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DISCLAIMER

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