



Cigars, Cigarillos and Smoking Tobacco in Turkey

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High prices and regulation contribute to declining volumes across both categories
Teka and Royal Tobacco lead in their respective segments amid shifting competitive dynamics
Tobacco specialists expand their lead as the most trusted distribution channel

PROSPECTS AND OPPORTUNITIES

Recovery expected across all categories, supported by premium offerings and regulatory shifts
Price hikes to continue, driven by inflation and currency pressures
Product differentiation likely to focus on flavours and presentation, not innovation

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Tobacco in Turkey - Industry Overview

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Competitive landscape
Retail developments
What next for tobacco?

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Legislation
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Minimum legal smoking age

Smoking prevalence
Plain packaging
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Smoking in public places
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DISCLAIMER

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