



Cigars, Cigarillos and Smoking Tobacco in the Netherlands

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Excise duty increases and public smoking bans place downward pressure on growth
Known brands continue to lead as the ban on tobacco advertising favours well-established players
Regulation limiting sales through modern grocery benefits food/drink/ tobacco specialists

PROSPECTS AND OPPORTUNITIES

Government regulations and shifting societal attitudes will contribute to a decline in volume sales
Ongoing changes in the distribution landscape are set to shape consumer purchasing habits
Lack of innovation will put further downward pressure on growth

CATEGORY DATA

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Tobacco in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
Summary 1 - Legislation Summary at a Glance
Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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