



Passport

Cigarettes in Finland

Euromonitor International

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This sample report is for illustration.

purposes only.

Some content and data have been changed.

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CIGARETTES IN FINLAND - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Further decline in 2023, as consistent tax rises hit the pockets of smokers

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New restrictions make it harder for consumers to indulge their smoking habit

Content removed from sample

Introduction of plain packaging benefits major players

Content removed from sample

PROSPECTS AND OPPORTUNITIES

Further decline expected, as more finns quit smoking due to health concerns and increasing prices

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Revised tobacco act will impact the category, with players having little incentive to develop new products

Content removed from sample

Nicotine pouches and e-vapour products will represent strong competition

Content removed from sample

TAXATION AND PRICING

Taxation rates

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Table 1 Taxation and Duty Levies 2018-2023

| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|--------------------------|------|------|------|------|------|
| Taxation (% of TIRSP) - Ad valorem (National) | Data removed from sample | | | | | |
| Taxation (Local | | | | | | |
| Currency per 1000 | | | | | | |
| Sticks) – Specific | | | | | | |
| Excise (National) | | | | | | |
| Taxation (% of TIRSP) - VAT/Sales (National) | | | | | | |

Source: Euromonitor International

Average cigarette pack price breakdown

The vast majority of the retail selling price of a pack of cigarettes consists of taxes.

Summary 1 Average Cigarette Pack Price Breakdown: Brand Examples

P = 'price'
in Euro

| | Premium | | Mid-Priced | | Economy | |
|--|--------------|---|--------------|---|--------------|---|
| | (Pack of 20) | | (Pack of 20) | | (Pack of 20) | |
| | P | % | P | % | P | % |

Wholesale

| | |
|-------------------|--------------------------|
| Retailer | Data removed from sample |
| TOTAL Retained | |
| | |
| Specific Excise | |
| Ad valorem Excise | |
| VAT | |
| TOTAL Tax | |
| End Price | |

Source: Calculated from storecheck data and Taxation and Duty Levies Table.

Notes: Figures may not sum up to 100% due to rounding

CATEGORY DATA

Table 2 Sales of Cigarettes: Volume 2018-2023

| | | | | | | |
|----------------|--------------------------|------|------|------|------|------|
| million sticks | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| Cigarettes | Data removed from sample | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Cigarettes by Category: Value 2018-2023

| | | | | | | |
|---------------------------|--------------------------|------|------|------|------|------|
| EUR million | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| Cigarettes | Data removed from sample | | | | | |
| Cigarettes Including | | | | | | |
| Fine Cut Stick Equivalent | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Cigarettes: % Volume Growth 2018-2023

| | | | |
|-----------------|---------|--------------|---------------|
| % volume growth | 2022/23 | 2018-23 CAGR | 2018/23 Total |
|-----------------|---------|--------------|---------------|

Cigarettes

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Cigarettes by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Cigarettes
Cigarettes Including Fine Cut Stick Equivalent

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Cigarettes by Blend: % Volume 2018-2023

% retail volume

2018 2019 2020 2021 2022 2023

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

% retail volume

2018 2019 2020 2021 2022 2023

Standard (non-capsule/
non-menthol)
Flavour Capsule (all
flavours)
Menthol (non-capsule)
Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

% retail volume

2018 2019 2020 2021 2022 2023

Regular
Slim
Superslim
Microslim

Data removed from sample

Total

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Sales of Cigarettes by Pack Size: % Volume 2018-2023

| % retail volume | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-----------------|---------------------------------|------|------|------|------|------|
| 20s | Data removed from sample | | | | | |
| 20 + | | | | | | |
| Total | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Sales of Cigarettes by Price Band: % Volume 2018-2023

| % retail volume | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|--------------------|---------------------------------|------|------|------|------|------|
| Economy price band | Data removed from sample | | | | | |
| Mid price band | | | | | | |
| Premium price band | | | | | | |
| Total | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Cigarettes: % Volume 2019-2023

| % retail volume | | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------------|--|------|------|------|------|------|
| Company | | | | | | |
| Data removed from sample | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 LBN Brand Shares of Cigarettes: % Volume 2020-2023

| % retail volume | | | 2020 | 2021 | 2022 | 2023 |
|-----------------|---------------|--|------|------|------|------|
| Brand (GBO) | Company (NBO) | | | | | |

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Cigarettes by Distribution Format: % Volume 2018-2023

% retail volume

2018 2019 2020 2021 2022 2023

Retail Channels

- Retail Offline
 - Grocery Retailers
 - Convenience Retail
 - Convenience Stores
 - Forecourt Retailers
 - Supermarkets
 - Hypermarkets
 - Discounters
 - Warehouse Clubs
 - Food/drink/tobacco specialists
 - Small Local Grocers
 - Non-Grocery Retailers
 - General Merchandise Stores
 - Apparel and Footwear Specialists
 - Appliances and Electronics Specialists
 - Home Products Specialists
 - Health and Beauty Specialists

Data removed from sample

--- Leisure and
 Personal Goods
 Specialists
 --- Other Non-Grocery
 Retailers
 -- Vending
 -- Direct Selling
 - Retail E-Commerce
 Non-retail channels
 - Hospitality (on-trade)
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Illicit Trade Estimate of Cigarettes: Volume 2018-2023

| | | | | | | |
|--------------------|---------------------------------|------|------|------|------|------|
| million sticks | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
| Legal sales | Data removed from sample | | | | | |
| Actual consumption | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 15 Forecast Sales of Cigarettes: Volume 2023-2028

| | | | | | | |
|----------------|---------------------------------|------|------|------|------|------|
| million sticks | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
| Cigarettes | Data removed from sample | | | | | |
| | | | | | | |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 16 Forecast Sales of Cigarettes by Category: Value 2023-2028

| | | | | | | |
|---------------------------|---------------------------------|------|------|------|------|------|
| EUR million | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
| Cigarettes | Data removed from sample | | | | | |
| Cigarettes Including | | | | | | |
| Fine Cut Stick Equivalent | | | | | | |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 17 Forecast Sales of Cigarettes: % Volume Growth 2023-2028

| | | | |
|-----------------|---------------------------------|--------------|---------------|
| % volume growth | 2023/24 | 2023-28 CAGR | 2023/28 Total |
| Cigarettes | Data removed from sample | | |
| | | | |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

% constant value growth

| | 2023/2024 | 2023-28 CAGR | 2023/28 Total |
|--|--------------------------|--------------|---------------|
| Cigarettes | Data removed from sample | | |
| Cigarettes Including Fine Cut Stick Equivalent | | | |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

% retail volume

| | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|----------------|--------------------------|------|------|------|------|------|
| American Blend | Data removed from sample | | | | | |
| Virginia | | | | | | |
| Other Blend | | | | | | |
| Total | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

% retail volume

| | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|--|--------------------------|------|------|------|------|------|
| Standard (non-capsule/ non-menthol) | Data removed from sample | | | | | |
| Flavour Capsule (all flavours) | | | | | | |
| Menthol (non-capsule) | | | | | | |
| Total | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

% retail volume

| | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|-----------|--------------------------|------|------|------|------|------|
| Regular | Data removed from sample | | | | | |
| Slim | | | | | | |
| Superslim | | | | | | |
| Microslim | | | | | | |
| Total | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

| % retail volume | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|-----------------|--------------------------|------|------|------|------|------|
| 20s | Data removed from sample | | | | | |
| 20 + | | | | | | |
| Total | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

| % retail volume | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|--------------------|--------------------------|------|------|------|------|------|
| Economy price band | Data removed from sample | | | | | |
| Mid price band | | | | | | |
| Premium price band | | | | | | |
| Total | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

TOBACCO IN FINLAND - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

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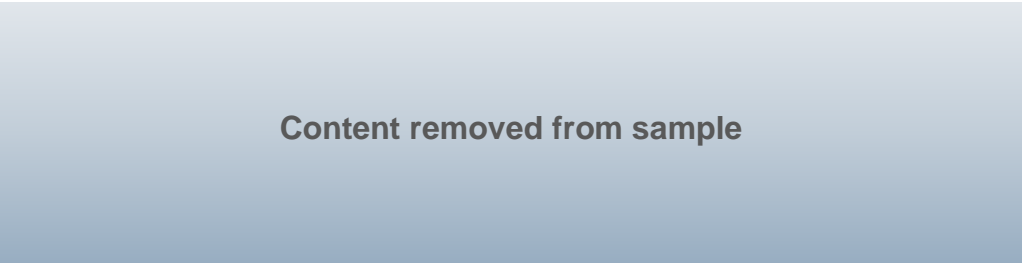
2023 key trends

Content removed from sample

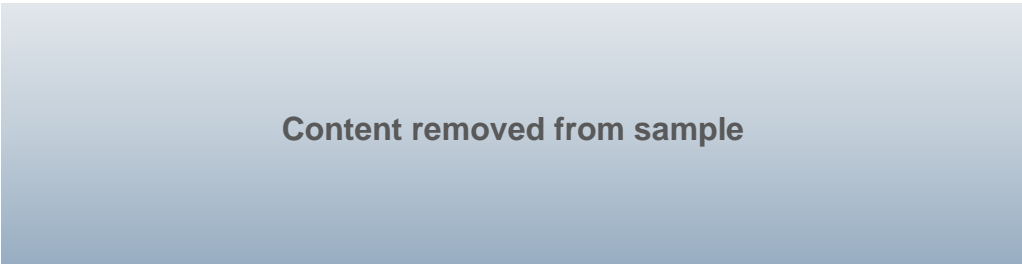
Competitive landscape

Content removed from sample

Retailing developments

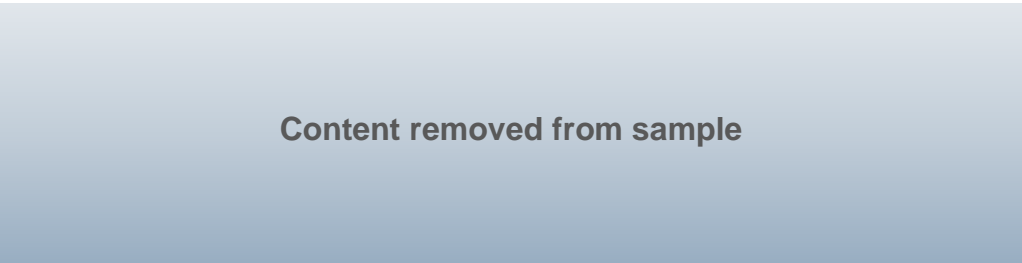


What next for tobacco?



OPERATING ENVIRONMENT

Legislation



Legislative overview

Summary 2 Legislation Summary at a Glance

| A | B | C | D | E | F | G | H | I |
|-----------------------------|---|---|---|---|---|---|---|---|
| Content removed from sample | | | | | | | | |

Source: Euromonitor International

Minimum legal smoking age

Content removed from sample

Smoking prevalence

Content removed from sample

Tar levels

Content removed from sample

Health warnings

Content removed from sample

Plain packaging

Content removed from sample

Advertising and sponsorship

Content removed from sample

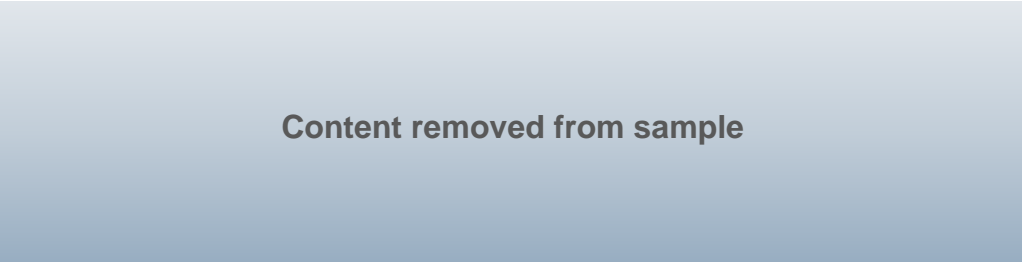
Point-of-sale display bans

Content removed from sample

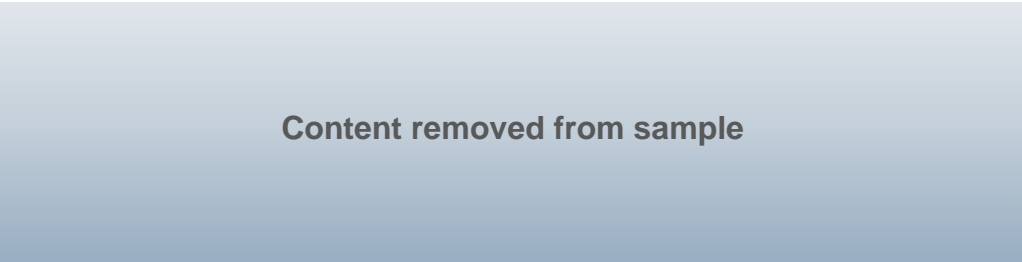
Smoking in public places

Content removed from sample

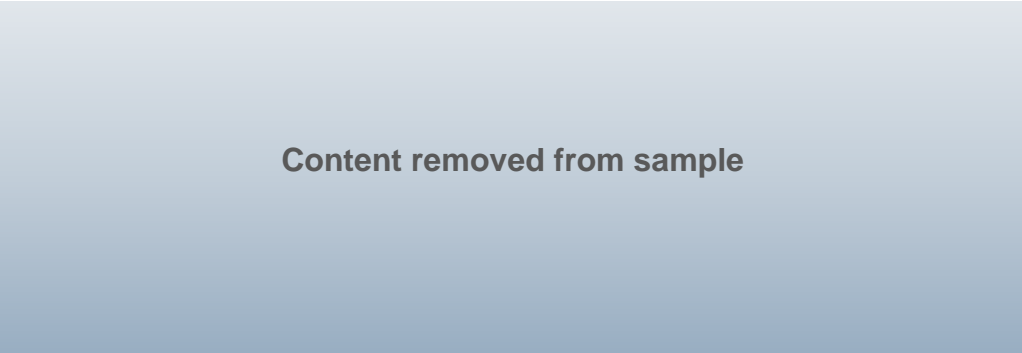
Flavoured tobacco product ban



Vapour products



PRODUCTION/IMPORTS/EXPORTS



MARKET INDICATORS

Table 24 Number of Adult Smokers by Gender 2018-2023

| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------------|------|------|------|------|------|------|
| Male Number of Smokers ('000) | | | | | | |
| Female Number of Smokers ('000) | | | | | | |
| Total Number of Smokers ('000) | | | | | | |

Male Number of Smokers
(%)
Female Number of
Smokers (%)
Total Number of Smokers
(%)

Data removed from sample

Source: Euromonitor International from official statistics

MARKET DATA

Table 25 Sales of Tobacco by Category: Volume 2018-2023

| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|--------------------------|------|------|------|------|------|
| Cigarettes (million sticks) | Data removed from sample | | | | | |
| Cigarettes (Illicit+Legal) (million sticks) | | | | | | |
| Cigars, Cigarillos and Smoking Tobacco (Not calculable) | | | | | | |
| Cigars and Cigarillos (million units) | | | | | | |
| Smoking Tobacco (Tonne) | | | | | | |
| Smokeless Tobacco (Tonne) | | | | | | |
| E-Vapour Products (million units) | | | | | | |
| Tobacco Free Oral Nicotine (million units) | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 Sales of Tobacco by Category: Value 2018-2023

| EUR million | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|--------------------------|------|------|------|------|------|
| Tobacco | Data removed from sample | | | | | |
| Cigarettes | | | | | | |
| Cigarettes Including Fine Cut Stick Equivalent | | | | | | |
| Cigars, Cigarillos and Smoking Tobacco | | | | | | |
| Cigars and Cigarillos Smoking Tobacco | | | | | | |
| Smokeless Tobacco, E-Vapour Products and Heated Tobacco | | | | | | |
| Smokeless Tobacco | | | | | | |
| E-Vapour Products | | | | | | |
| Heated Tobacco Products | | | | | | |
| Tobacco Free Oral Nicotine | | | | | | |

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Sales of Tobacco by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Cigarettes
Cigarettes (Illicit+Legal)
Cigars, Cigarillos and Smoking Tobacco
Cigars and Cigarillos
Smoking Tobacco
Smokeless Tobacco
E-Vapour Products
Tobacco Free Oral Nicotine

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 Sales of Tobacco by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Tobacco
Cigarettes
Cigarettes Including Fine Cut Stick Equivalent
Cigars, Cigarillos and Smoking Tobacco
Cigars and Cigarillos
Smoking Tobacco
Smokeless Tobacco, E-Vapour Products and Heated Tobacco
Smokeless Tobacco
E-Vapour Products
Heated Tobacco Products
Tobacco Free Oral Nicotine

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 29 Forecast Sales of Tobacco by Category: Volume 2023-2028

2023 2024 2025 2026 2027 2028

Cigarettes (million sticks)
Cigarettes (Illicit+Legal) (million sticks)
Cigars, Cigarillos and Smoking Tobacco (Not calculable)
Cigars and Cigarillos (million units)
Smoking Tobacco (Tonne)
Smokeless Tobacco (Tonne)
E-Vapour Products

Data removed from sample

(million units)
Tobacco Free Oral
Nicotine (million units)

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 30 Forecast Sales of Tobacco by Category: Value 2023-2028

| EUR million | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 |
|---------------------------|---------------------------------|------|------|------|------|------|
| Tobacco | Data removed from sample | | | | | |
| Cigarettes | | | | | | |
| Cigarettes Including | | | | | | |
| Fine Cut Stick Equivalent | | | | | | |
| Cigars, Cigarillos and | | | | | | |
| Smoking Tobacco | | | | | | |
| Cigars and Cigarillos | | | | | | |
| Smoking Tobacco | | | | | | |
| Smokeless Tobacco, E- | | | | | | |
| Vapour Products and | | | | | | |
| Heated Tobacco | | | | | | |
| Smokeless Tobacco | | | | | | |
| E-Vapour Products | | | | | | |
| Heated Tobacco Products | | | | | | |
| Tobacco Free Oral | | | | | | |
| Nicotine | | | | | | |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 31 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

| % volume growth | 2023/24 | 2023-28 CAGR | 2023/28 Total |
|--|---------------------------------|--------------|---------------|
| Cigarettes | Data removed from sample | | |
| Cigarettes (Illicit+Legal) | | | |
| Cigars, Cigarillos and Smoking Tobacco | | | |
| Cigars and Cigarillos | | | |
| Smoking Tobacco | | | |
| Smokeless Tobacco | | | |
| E-Vapour Products | | | |
| Tobacco Free Oral Nicotine | | | |

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 32 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

| % constant value growth | 2023/2024 | 2023-28 CAGR | 2023/28 Total |
|--|-----------|--------------|---------------|
| Tobacco | | | |
| Cigarettes | | | |
| Cigarettes Including Fine Cut Stick Equivalent | | | |
| Cigars, Cigarillos and Smoking Tobacco | | | |

Cigars and Cigarillos
Smoking Tobacco
Smokeless Tobacco, E-Vapour Products and
Heated Tobacco
Smokeless Tobacco
E-Vapour Products
Heated Tobacco Products
Tobacco Free Oral Nicotine

Source: Euromonitor International from trade associations, trade press, company research, trade interviews,
trade sources

Data removed from sample

DISCLAIMER

Content removed from sample

SOURCES

Sources used during research include the following:

Summary 3 Research Sources

Official Sources

Trade Associations

Trade Press

Content removed from sample

Source: Euromonitor International