

Cigarettes in the Netherlands

July 2023

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Cigarettes in the Netherlands - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Downtrading puts pressure on value growth

Competitive landscape led by Philip Morris and its Marlboro brand

Cigarette smokers are not switching to smoking tobacco

PROSPECTS AND OPPORTUNITIES

Government policy likely to affect smoking prevalence and cigarette sales

Fewer younger smokers likely to depress growth

Continued pressure from government, society and interest groups to curb tobacco use

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