

# Cigarettes in Japan

June 2023

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#### 2022 DEVELOPMENTS

Unchanged selling prices help minimise the decline in sales of cigarettes

Cigarettes wins consumers back from cigarillos after tax harmonisation

Economy-priced cigarettes sees a strong share increase

#### PROSPECTS AND OPPORTUNITIES

Cigarette taxes likely to be increased further to finance defence budget

Economy cigarettes will remain popular, especially due to inflation

Reopening of smoking areas hoped to ease friction between non-smokers and smokers

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