

# Cigarettes in Turkey

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Retail volume sales of cigarettes decline as more smokers switch to fine cut tobacco

Tax hikes and high inflation result in steep increases in unit prices for cigarettes

Slim cigarettes continue to gain ground at the expense of regular varieties

#### PROSPECTS AND OPPORTUNITIES

Modest growth in retail volume sales projected from 2024 onwards

Regulatory change likely to support distribution gains for traditional channels

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