

# Cigarettes in Belgium

June 2023

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#### 2022 DEVELOPMENTS

Growing demand for cheaper cigarettes, thanks to progressive increases in excise duties

Continued migration from cigarettes to e-vapour products

Medium-sized packs decrease in popularity

#### PROSPECTS AND OPPORTUNITIES

Cigarettes will continue to decline in the forecast period

Consumers will find it more difficult to indulge their cigarette habit, due to new anti-smoking regulations

Continued shift towards vaping, due to health concerns

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