

Nicotine in Poland

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Excise Increases and Regulation Accelerate Decline of Cigarettes and Boost Illicit Trade

Open Vaping Systems Gain Traction as Consumers Seek Affordability

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Illicit Sales to Stabilise as Consumers Turn to Cost-Efficient Alternatives

Chart 4 - Analyst Insight for Nicotine

Rising Demand for Alternative Nicotine Products to Outpace Traditional Types

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Diversifies Portfolio as Emerging Players Gain Share

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Convenience Retailers Sustain Lead as Discounters Capture Value-Driven Shoppers

PRODUCTS

Regulatory Constraints Drive Innovation in Plant-Derived Alternatives

Leading Manufacturers Introduce Novel Tobacco-Free Sticks and Devices

OPERATING ENVIRONMENT

Legislation

Chart 9 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Plain Packaging

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

Low Ignition Propensity (Lip) Cigarette Regulation

Flavoured Tobacco Product Ban

Reduced Harm Products

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 10 - Economic Context for Nicotine

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Nicotine

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cigarettes in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Cigarettes

INDUSTRY PERFORMANCE

Cigarettes Face Decline Despite Strong Macroeconomic Growth

Zyn and Cross-Format Consumption Reshape User Habits

Excise Policy and Rising Prices Accelerate Shift to Illicit and Alternative Nicotine

Chart 17 - Volume Sales 2020-2030

WHAT'S NEXT?

Illicit Suppliers to Capitalise on Tax-Driven Price Gaps as Enforcement Falters

Chart 18 - Analyst Insight for Cigarettes

Smokers Set to Combine Cigarettes with Alternatives as Switching Accelerates

Chart 19 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Philip Morris Polska Sa Accelerates Share Gains as Rivals Lose Ground

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Discounters Attract Price-Sensitive Smokers as Convenience Stores Hold Ground

Chart 22 - Retail Channels 2020-2025

PRODUCTS

Consumer Demand for Reduced-Risk Formats Drives Product Development Priorities

Flavour Variety and Device Performance Define Recent Product Launches

Accelerating Innovation Reshapes Competitive Positioning and Portfolio Investment

TAXATION AND PRICING

Taxation Rates

Average Cigarette Pack Price Breakdown

Chart 23 - Cigarette Price Band Definitions

ECONOMIC CONTEXT

Chart 24 - Economic Context for Cigarettes

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Cigarettes

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cigars, Cigarillos and Smoking Tobacco in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Excise-Driven Price Increases Prompt Smokers to Seek Alternatives

Smoking Tobacco Loses Ground as Price Advantage Narrows

Hand-Rolled Tobacco Users Drive Multi-Format Usage as Traditional Options Lose Appeal

Chart 30 - Volume Sales 2020-2030

Chart 31 - Volume Sales by Category 2025

WHAT'S NEXT?

Hand-Rolled Tobacco Users to Shift to Multi-Format Habits as Prices Rise

Cigars and Cigarillos Set to Show More Resilience Than Smoking Tobacco

Chart 32 - Forecast Volume Sales 2020-2030

Chart 33 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Jti Polska and Philip Morris Gain Ground as Imperial Tobacco Declines

Chart 34 - Company Shares 2025

Chart 35 - Brand Shares 2025

CHANNELS

Tobacco Specialists Leverage Expertise to Strengthen Leadership

ECONOMIC CONTEXT

Chart 36 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 37 - Real Gdp Growth 2020-2030

Chart 38 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 39 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 40 - Population 2020-2030

Chart 41 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Poland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Open Vaping Systems Expand as Fiscal Pressure Shifts Consumer Choices
Zyn Challenges Tax Hike with Nicotine Pouches
Philip Morris International Pivots to Tobacco-Free Sticks to Maintain Flavour Innovation
Chart 42 - Volume Sales 2020-2030
Chart 43 - Volume Sales by Category 2025

WHAT'S NEXT?

Ongoing Excise Hikes Set to Prompt Shift to Open Systems
Tobacco Free Oral Nicotine to Outpace All Other Products with Sustained Rapid Growth
Regulatory Adaptation and Innovation to Redefine Nicotine Consumption Patterns
Chart 44 - Forecast Volume Sales 2020-2030
Chart 45 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chic Sp Zoo Spk Leverages Retail Expansion to Defend Lead
Shenzhen Ske Technology and Shenzhen Smoore Reshape Vaping Dynamics
Chart 46 - Company Shares 2025
Chart 47 - Brand Shares 2025

CHANNELS

Convenience Stores Expand Open Vaping Systems and Reach New Users

ECONOMIC CONTEXT

Chart 48 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco
Chart 49 - Real Gdp Growth 2020-2030
Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco
Chart 52 - Population 2020-2030
Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nicotine-in-poland/report.