



Nicotine in Greece

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Imperial Tobacco and Jti Fuel Shift to Harm Reduction

Tourism and Greek Outdoor Lifestyles Sustain Broad Nicotine Demand

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Smokers Expected to Shift to Mixed Usage as Reduced-Harm Options Rise

Reduced Illicit Trade and New Launches to Reshape Retail Performance

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Papastratos Expands Lead as Heated Tobacco Fragments Competition

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Convenience Stores Gain Ground as Small Local Grocers Decline

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 7 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Plain Packaging

Point-Of-Sale Display Bans

Smoking in Public Places

Flavoured Tobacco Product Ban

Reduced Harm

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 8 - Economic Context for Nicotine

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Nicotine

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Companies Shift Investment as Health Awareness Reduces Smoking Rates

Alternative Nicotine Products Attract Smokers, Slowing Volume Decline

Chart 14 - Volume Sales 2020-2030

WHAT'S NEXT?

Dual Users to Sustain Cigarette Volumes Despite Rise in Alternatives

Chart 15 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Papastratos Reduces Investment as Karelia and Jti Capture Share

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Small Local Grocers Lose Ground as Convenience Stores Expand Rapidly

Chart 18 - Retail Channels 2020-2025

TAXATION AND PRICING

Taxation Rates

Chart 19 - Cigarette Price Band Definitions

ECONOMIC CONTEXT

Chart 20 - Economic Context for Cigarettes

Chart 21 - Real GDP Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Cigarettes

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Reduced Investment in Traditional Formats Drives Volume Contraction

Fine Cut Tobacco Loses Share as Consumers Migrate to Alternatives

Manufacturers Shift Focus as Alternatives Reshape Nicotine Demand

Chart 26 - Volume Sales 2020-2030

Chart 27 - Volume Sales by Category 2025

WHAT'S NEXT?

Category Growth Set to Be Limited by Reduced Smoking Prevalence

Smoking Tobacco to Lead Sales as Alternative Nicotine Products Grow
Manufacturers to Prioritise Alternatives as Traditional Formats Lose Ground
Chart 28 - Forecast Volume Sales 2020-2030
Chart 29 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Jt International and Karelia Tobacco Defend Share as Rivals Lose Ground
Chart 30 - Company Shares 2025
Chart 31 - Brand Shares 2025

CHANNELS

Small Local Grocers Capture Share as Store Closures Accelerate

ECONOMIC CONTEXT

Chart 32 - Economic Context for Cigars, Cigarillos and Smoking Tobacco
Chart 33 - Real GDP Growth 2020-2030
Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco
Chart 36 - Population 2020-2030
Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco Brands Introduce Device Upgrades to Drive Adoption
Nobacco Launches Caffeine Pouches as Alternative Stimulants Emerge
Rechargeable Systems and Hybrid Devices Gain Favour as Cost and Sustainability Concerns Grow
Chart 38 - Volume Sales 2020-2030
Chart 39 - Volume Sales by Category 2025

WHAT'S NEXT?

Open System Innovation to Attract Price-Sensitive Vapers From Single Use
Heated Tobacco Set to Sustain Leadership as Flavour Preferences Diversify
Consumer Income Stability to Support Innovation-Driven Growth Pathways
Chart 40 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Papastratos Cigarette and British American Tobacco Gain Ground
Chart 41 - Company Shares 2025
Chart 42 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead as Convenience Stores Accelerate Growth through Access
Specialist Retailers Drive E-Commerce Growth with Promotional Innovation

ECONOMIC CONTEXT

Chart 43 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 44 - Real GDP Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 47 - Population 2020-2030

Chart 48 - 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-greece/report.