



Cigarettes in Belgium

June 2025

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2024 DEVELOPMENTS

Cigarette sales continue to decline due to high excise taxes and regulatory changes

Philip Morris maintains leading place, despite its higher price points

Kiosks and night shops remain key distributors of cigarettes

PROSPECTS AND OPPORTUNITIES

Cigarettes sales will continue to decline, due to changes in both regulations and consumer behaviour and

Regulatory changes will have significant effects on distribution over the forecast period

No innovation in cigarettes expected over the forecast period

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