



Euromonitor
International

Cigarettes in Poland

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

KEY INDUSTRY TRENDS

Chart 1 - 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 2 - Volume Sales 2020-2030

WHAT'S NEXT?

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

Chart 3 - Analyst Insight for Cigarettes

Smokers Set to Combine Cigarettes with Alternatives as Switching Accelerates

Chart 4 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Philip Morris Polska Sa Accelerates Share Gains as Rivals Lose Ground

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Discounters Attract Price-Sensitive Smokers as Convenience Stores Hold Ground

Chart 7 - 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 8 - Cigarette Price Band Definitions

ECONOMIC CONTEXT

Chart 9 - Economic Context for Cigarettes

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Cigarettes

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Nicotine in Poland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - 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 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

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

Chart 18 - Analyst Insight for Nicotine

Rising Demand for Alternative Nicotine Products to Outpace Traditional Types

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Diversifies Portfolio as Emerging Players Gain Share

Chart 21 - Company Shares 2025

Chart 22 - 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 23 - 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 24 - Economic Context for Nicotine

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Nicotine

Chart 28 - Population 2020-2030

Chart 29 - 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/cigarettes-in-poland/report.