



Euromonitor
International

Tobacco in Turkey

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Cigarettes in Turkey

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- British American Tobacco gains momentum with Kent portfolio
- Discounters outperform in a shifting retail landscape

PROSPECTS AND OPPORTUNITIES

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Cigars, Cigarillos and Smoking Tobacco in Turkey

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2024 DEVELOPMENTS

- High prices and regulation contribute to declining volumes across both categories
- Teka and Royal Tobacco lead in their respective segments amid shifting competitive dynamics
- Tobacco specialists expand their lead as the most trusted distribution channel

PROSPECTS AND OPPORTUNITIES

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