



Euromonitor  
International

# Cigarettes in Denmark

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales of cigarettes continued to decline as consumer preferences shift  
Leading brand owners faced volume declines, with Philip Morris performing slightly better than competitors  
Grocery retail remained the dominant distribution channel, while e-commerce gained ground

PROSPECTS AND OPPORTUNITIES

Cigarette volume sales are set to continue their steady decline  
Cross-border shopping and illicit trade may continue to undermine domestic sales  
Lack of product innovation limits differentiation, favouring established brands

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