



Euromonitor
International

Cigarettes in Portugal

August 2026

Table of Contents

[Cigarettes in Portugal - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Philip Morris International Recovers Share by Targeting Price-Sensitive Smokers

Isezia Reshapes Consumer Choices through Affordability and Innovation

Chart 1 - Volume Sales 2020-2030

WHAT'S NEXT?

Heated Tobacco and Vaping to Accelerate Migration as Prices Rise

Nicotine Pouches and Vaping to Challenge Cigarettes' Role in Nicotine Use

Chart 2 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Tabaqueira Targets Affordability to Regain Share From Jti

Chart 3 - Company Shares 2025

Chart 4 - Brand Shares 2025

CHANNELS

Forecourt Retailers Gain Ground as Vending Machines Lose Share

Chart 5 - Retail Channels 2020-2025

TAXATION AND PRICING

Taxation Rates

Average Cigarette Pack Price Breakdown

Chart 6 - Cigarette Price Band Definitions

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigarettes

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigarettes

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Nicotine Faces Decline Due to Growing Price-Sensitivity

Value-Driven Switching Occurs Amid High Living Costs

Heated Tobacco Accelerates with Innovative Launches

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Companies to Drive Adoption of Modern Nicotine Formats as Regulation Tightens

Chart 16 - Analyst Insight for Nicotine

Eu Tax Reforms Expected to Reshape Portugal'S Tobacco Market

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Drives Innovation to Secure Share Gains

British American Tobacco'S Momentum Accelerates in Next-Generation Nicotine

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Tobacco Specialists and Forecourt Retailers Sustain Channel Leadership with Wide Brand Choice

PRODUCTS

Health Awareness, Sustainability and Flavour Variety Emerge as Innovation Drivers

Philip Morris International and Imperial Brands Introduce Targeted New Products

Strategic Launches Deliver Measurable Gains in Share and Portfolio Breadth

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Plain Packaging

Point-Of-Sale Display Bans

Flavoured Tobacco Product Ban

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - 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-portugal/report.