



Euromonitor
International

Tobacco in the Netherlands

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- Philip Morris Holland BV continues to lead sales, while improving its volume share
- The ban on tobacco sales through supermarkets benefits forecourt retailers and specialists

PROSPECTS AND OPPORTUNITIES

Growth will be further affected by regulatory changes and smoking prevalence
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Cigars, Cigarillos and Smoking Tobacco in the Netherlands

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Known brands continue to lead as the ban on tobacco advertising favours well-established players
Regulation limiting sales through modern grocery benefits food/drink/ tobacco specialists

PROSPECTS AND OPPORTUNITIES

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