



Euromonitor
International

Cigarettes in Germany

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales increase as consumers stock up ahead of forthcoming tax increase
Philip Morris share sees a slight erosion due to intense price competition
Forecourt retailers remain the leading channel but discounter share rises

PROSPECTS AND OPPORTUNITIES

Cigarette smoking prevalence expected to decline but likely to remain at a high level
EU initiatives may accelerate changes in Germany's tobacco market
Innovation expected to focus on slim cigarettes and larger pack sizes

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DISCLAIMER

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