



Tobacco in Belgium

June 2025

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Philip Morris maintains leading place, despite its higher price points

Kiosks and night shops remain key distributors of cigarettes

PROSPECTS AND OPPORTUNITIES

Cigarettes sales will continue to decline, due to changes in both regulations and consumer behaviour and
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Sales decline due to excise duties pushing up prices, in addition to a declining consumer base

The big names benefit from strong brand recognition while smaller players suffer

Specialists remain important for cigars and cigarillos, with tobacconists for smoking tobacco

PROSPECTS AND OPPORTUNITIES

Further declines expected for the category, in light of changing regulations and evolving consumer trends

In a cross-category trend, the new display ban will affect distribution over the forecast period

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Hexa and Vuse remain the leaders, as Philip Morris also enters category

Convenience retailers remain important for sales of e-vapour products

PROSPECTS AND OPPORTUNITIES

Positive sales expected to continue for e-vapour products, thanks to evolving consumer habits

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