



Tobacco in Estonia

June 2025

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- Supermarkets lead with their competitive pricing and broad product selection

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Cigarillos benefit from the shift toward more affordable tobacco options

Dannemann Cigarrenfabrik GmbH leads cigars and cigarillos, offering affordable pricing and broad availability

Food, drink, and tobacco specialists maintain their lead, supported by broad product selection and knowledgeable staff

PROSPECTS AND OPPORTUNITIES

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Increasing health awareness and a growing preference for alternatives to traditional tobacco products drive strong growth in 2024
 Nicorex Baltic OÜ leads e-vapour products, whilst PMI is the sole player in heated tobacco
 Other non-grocery retailers offer a wide range of products, including the latest innovations

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