



Cigarettes in Denmark

June 2025

[Table of Contents](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales of cigarettes continued to decline as consumer preferences shift
Leading brand owners faced volume declines, with Philip Morris performing slightly better than competitors
Grocery retail remained the dominant distribution channel, while e-commerce gained ground

PROSPECTS AND OPPORTUNITIES

Cigarette volume sales are set to continue their steady decline
Cross-border shopping and illicit trade may continue to undermine domestic sales
Lack of product innovation limits differentiation, favouring established brands

TAXATION AND PRICING

Taxation rates
Summary 1 - Taxation and Duty Levies 2019-2024
Average cigarette pack price breakdown
Summary 2 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

- Table 1 - Sales of Cigarettes: Volume 2019-2024
- Table 2 - Sales of Cigarettes by Category: Value 2019-2024
- Table 3 - Sales of Cigarettes: % Volume Growth 2019-2024
- Table 4 - Sales of Cigarettes by Category: % Value Growth 2019-2024
- Table 5 - Sales of Cigarettes by Blend: % Volume 2019-2024
- Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024
- Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024
- Table 8 - Sales of Cigarettes by Pack Size: % Volume 2019-2024
- Table 9 - Sales of Cigarettes by Price Band: % Volume 2019-2024
- Table 10 - NBO Company Shares of Cigarettes: % Volume 2020-2024
- Table 11 - LBN Brand Shares of Cigarettes: % Volume 2021-2024
- Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024
- Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024
- Table 14 - Forecast Sales of Cigarettes: Volume 2024-2029
- Table 15 - Forecast Sales of Cigarettes by Category: Value 2024-2029
- Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029
- Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029
- Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029
- Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029
- Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029
- Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029
- Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 23 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2019-2024

Table 25 - Sales of Tobacco by Category: Value 2019-2024

Table 26 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 27 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 28 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 29 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 4 - Research Sources

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