



Euromonitor
International

Cigarettes in Japan

June 2025

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2024 DEVELOPMENTS

Cigarettes continues to register decline in 2024 due to a range of factors
Japan Tobacco gains share with its economy-priced products
Convenience stores remains the leading distribution channel for cigarettes in 2024

PROSPECTS AND OPPORTUNITIES

Ageing population, rising health concerns, and expected tax increases will negatively affect cigarettes in the coming years
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DISCLAIMER

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