



**Euromonitor
International**

Tobacco in Japan

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- 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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Cigars, Cigarillos and Smoking Tobacco in Japan

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Ongoing decline for cigarillos, but fine cut tobacco continues to post positive performance

British American Tobacco Japan Ltd leads cigars and cigarillos, while Intercontinental Trading Corp leads smoking tobacco

Convenience stores remains the leading channel of sales of cigars and cigarillos, while food/drink/tobacco specialists leads smoking tobacco

PROSPECTS AND OPPORTUNITIES

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