



Cigars, Cigarillos and Smoking Tobacco in Portugal

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Competitiveness declines, following excise tax revision
Market is increasingly concentrated in hands of top selling brands
Rise of smoking alternatives reduces space in retailers

PROSPECTS AND OPPORTUNITIES

Ongoing decline, as consumers shift to new tobacco formats
Alternatives to combustible smoking will gain traction
Limited innovation expected, as focus shifts to high-growth alternatives

CATEGORY DATA

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Tobacco in Portugal - Industry Overview

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 1 - Legislation Summary at a Glance
Minimum legal smoking age

Smoking prevalence
Plain packaging
Point-of-sale display bans
Flavoured tobacco product ban
Vapour products

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MARKET INDICATORS

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MARKET DATA

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SOURCES

Summary 2 - Research Sources

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