



Tobacco in Spain

June 2024

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Cigarettes in Spain

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Cigarette value sales surpass pre-pandemic levels, but volume sales decline

Surges in prices and the decline in consumers' purchasing power strongly impact demand for cigarettes, as smokers shift to other products

JT International takes the lead

PROSPECTS AND OPPORTUNITIES

Cigarette consumption is expected to decline over the forecast period due to increased concerns over health and wellness. More price increases are expected to further impact cigarette consumption
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Cigars experience a positive performance in 2023

Pipe tobacco and cigarillos volume sales continue to drop in 2023

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Health and wellness trends and changing demographics will negatively impact traditional ways of smoking

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