

# Cigarettes in Poland

June 2024

Table of Contents

## Cigarettes in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigarettes sales slowing down despite increasing sales to tourists  
Philip Morris strengthens its position in Poland thanks to competitive pricing  
Brands from “bottom” price segment increasingly in demand

#### PROSPECTS AND OPPORTUNITIES

Cigarettes to gradually decline in the forecast period  
Rising prices could encourage more people to quit  
Heated tobacco and other tobacco alternatives expected to cannibalise sales of cigarettes

#### TAXATION AND PRICING

Taxation rates

Table 1 - Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 2 - Sales of Cigarettes: Volume 2018-2023

Table 3 - Sales of Cigarettes by Category: Value 2018-2023

Table 4 - Sales of Cigarettes: % Volume Growth 2018-2023

Table 5 - Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 6 - Sales of Cigarettes by Blend: % Volume 2018-2023

Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 9 - Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 10 - Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 11 - NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 12 - LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 15 - Forecast Sales of Cigarettes: Volume 2023-2028

Table 16 - Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

## Tobacco in Poland - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Plain packaging

Point-of-sale display bans

Advertising and sponsorship

Flavoured tobacco product ban

Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2018-2023

## MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2018-2023

Table 26 - Sales of Tobacco by Category: Value 2018-2023

Table 27 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 28 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 29 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 30 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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## SOURCES

Summary 3 - Research Sources

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