

# Cigarettes in Bulgaria

May 2024

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## Cigarettes in Bulgaria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigarette consumption declines marginally in 2023  
Leading brands consolidate their stronghold in cigarettes  
Illicit trade picks up as cost of living rises

#### PROSPECTS AND OPPORTUNITIES

Cigarette prices to remain favourable despite excise duty  
Mid-priced and premium brands to become more affordable  
Bulgaria set to maintain one of the lowest illicit trade levels in the EU

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