

Tobacco in Ukraine

July 2023

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Tobacco in Ukraine

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Philip Morris loses the leading position due to the dangerous location of its manufacturing facility

Illicit sales remain at a very high level in 2022

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Lack of innovations as players concentrate on getting existing products to customers

Cigarillos perform slightly better than cigars thanks to their on-the-go consumption nature

PROSPECTS AND OPPORTUNITIES

As long as the war continues some of the older consumer base for cigars and pipe tobacco may not return to Ukraine

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