

# Cigarettes in Ukraine

July 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Against a very difficult economic and social backdrop, cigarette sales continue to decline in 2022  
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

#### PROSPECTS AND OPPORTUNITIES

Continued decline expected in cigarette volume sales  
Recovery of local production operations and return of displaced persons could improve the outlook  
Premiumisation expected to be absent in the cigarettes category

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