



Euromonitor
International

Tobacco in Ireland

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Tobacco in Ireland

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Cigarettes in Ireland

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- Gallaher (Dublin) Ltd strengthens its leadership in Ireland as consumers shift to economy cigarette brands
- Convenience stores lead sales while retail e-commerce and forecourts gain ground

PROSPECTS AND OPPORTUNITIES

Tightening regulations and rising prices are set to accelerate decline and boost economy sales
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Cigars, Cigarillos and Smoking Tobacco in Ireland

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Fine-cut tobacco and cigars lose ground as consumers favour convenience and modern tobacco alternatives
Player & Sons, Johh and Gallaher (Dublin) Ltd maintain strong positions, driven by brand heritage and consumer loyalty
Convenience stores lead sales for cigars, cigarillos and smoking tobacco

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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