



Euromonitor  
International

# Tobacco in Austria

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Cigarettes in Austria

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- Philip Morris retains leadership while JTI invests in premium segment with launch of Sobranie
- Vending continues to win market share

## PROSPECTS AND OPPORTUNITIES

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## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Cigars and cigarillos see modest growth, while fine cut tobacco continues to decline  
Dannemann Group and JTI Austria GmbH defend their leading positions  
Distribution is governed by strict state monopoly

## PROSPECTS AND OPPORTUNITIES

Pessimistic outlook across all categories  
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- Vending gains momentum, but tobacco specialists remain dominant channel

### PROSPECTS AND OPPORTUNITIES

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