



Cigarettes in Slovenia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Further fall in volume sales
- Imperial Brands still leads, but loses volume share, as JT’s more affordable brands gain
- Supermarkets lead distribution

PROSPECTS AND OPPORTUNITIES

- Continuing decline in cigarette sales
- Continuing strict controls on illicit trade
- Sustainability enters the cigarette space and brands look to differentiate in spite of plain packaging legislation

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

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DISCLAIMER

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