



Tobacco in Canada

June 2025

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- Imperial Tobacco maintains its lead, while players in cigarettes face challenges
- Retail landscape subject to rules and regulations, with sales of cigarettes strongest through forecourt retailers

PROSPECTS AND OPPORTUNITIES

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Cigars, Cigarillos and Smoking Tobacco in Canada

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2024 DEVELOPMENTS

Steady volume declines continue, with value in less steep falls due to high prices and niche appeal
Leading players hold their places, whilst facing challenges from lawsuits
Retail landscape remains subject to regulatory changes

PROSPECTS AND OPPORTUNITIES

Premiumisation will help to support niche sales of high-end products, protecting value from steeper slumps
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Players in e-vapour products fare well in overall company terms

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PROSPECTS AND OPPORTUNITIES

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