



Euromonitor  
International

# Tobacco in Denmark

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- Volume sales of cigarettes continued to decline as consumer preferences shift
- Leading brand owners faced volume declines, with Philip Morris performing slightly better than competitors
- Grocery retail remained the dominant distribution channel, while e-commerce gained ground

## PROSPECTS AND OPPORTUNITIES

Cigarette volume sales are set to continue their steady decline

Cross-border shopping and illicit trade may continue to undermine domestic sales

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## Cigars, Cigarillos and Smoking Tobacco in Denmark

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Cigars and cigarillos continue to decline, with cigarillos losing cultural and generational relevance

Scandinavian Tobacco Group consolidates dominance across both cigars and smoking tobacco

Grocery retailers dominate distribution, while premium segments grow via specialist and online channels

## PROSPECTS AND OPPORTUNITIES

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- Consolidation and leadership shifts shape the competitive landscape
- Grocery retailing maintains dominance amid selective shifts in distribution

PROSPECTS AND OPPORTUNITIES

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