



Cigars, Cigarillos and Smoking Tobacco in Poland

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cigars, cigarillos, and fine-cut tobacco struggle as new habits take hold
- Competitive landscape remains stable in 2024
- Specialist tobacco shops show resilience amid regulatory changes and premium demand

PROSPECTS AND OPPORTUNITIES

- Downward trend will continue amid rising prices and health awareness
- Illicit trade could increase due to rising prices
- Opportunities for innovation through sustainable practices

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Tobacco in Poland - Industry Overview

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- Competitive landscape
- Retail developments
- What next for tobacco?

OPERATING ENVIRONMENT

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- Legislative overview
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Smoking prevalence
Tar levels
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
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PRODUCTION/IMPORTS/EXPORTS

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