



# Cigarettes in the Philippines

June 2024

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## Cigarettes in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cigarettes continues to decline  
Illicit trade in cigarettes appears unstoppable  
Economy cigarettes do better than higher-priced alternatives

#### PROSPECTS AND OPPORTUNITIES

Cigarettes set to see persistent decline throughout forecast period  
Legislative support for heated tobacco and vapour products to prevent further challenges to cigarettes  
Small local grocers remains key distribution channel, and illicit trade will continue

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