



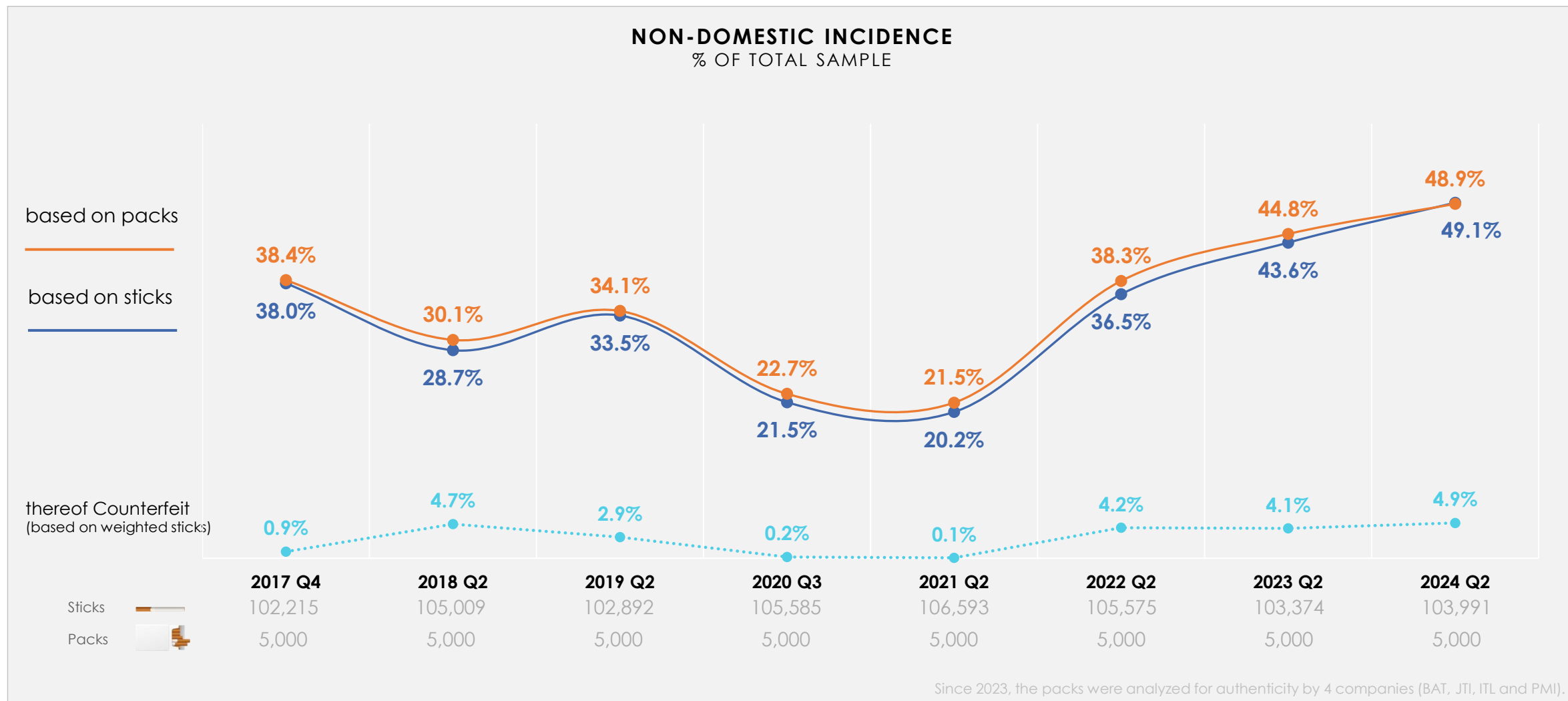
WSPM GROUP

EMPTY PACKS SURVEY

IRELAND Q2 2024

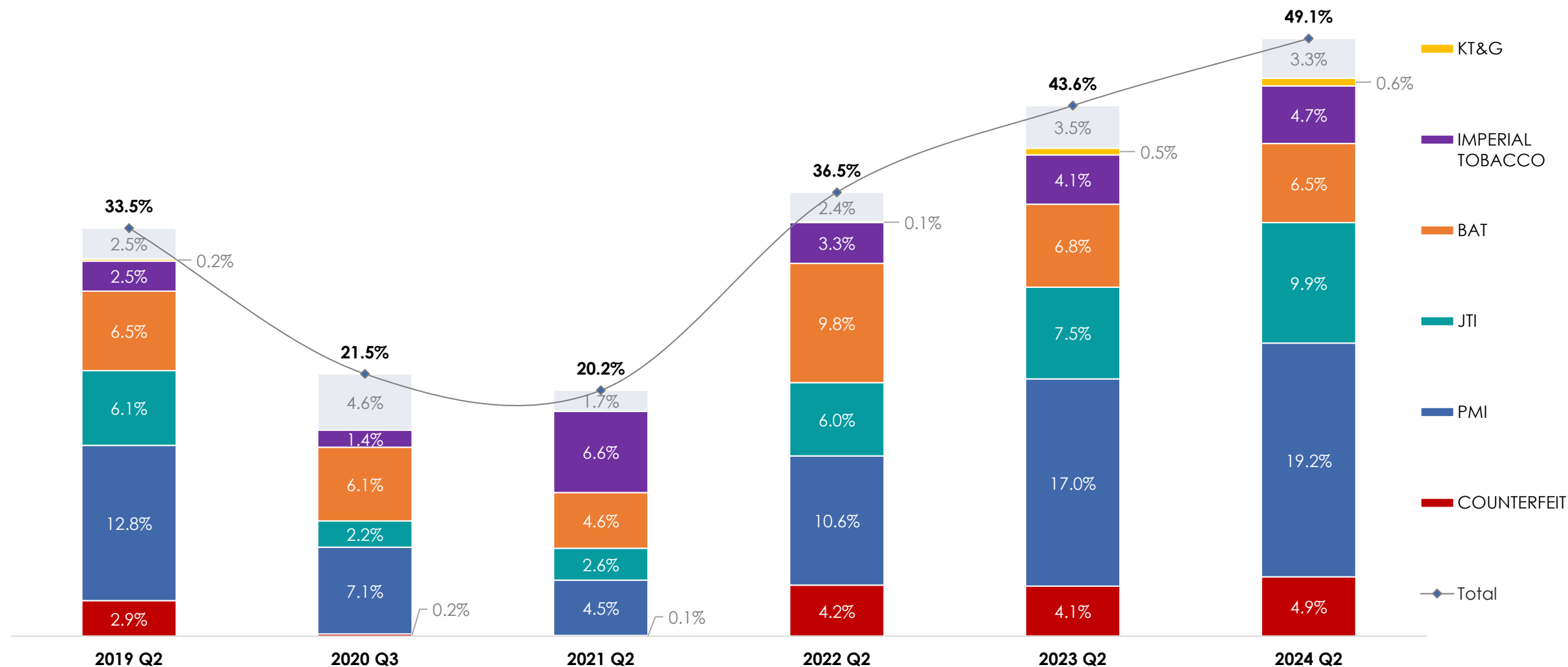
September 2024

NON-DOMESTIC: INCIDENCE TREND



NON-DOMESTIC: COMPANY TREND

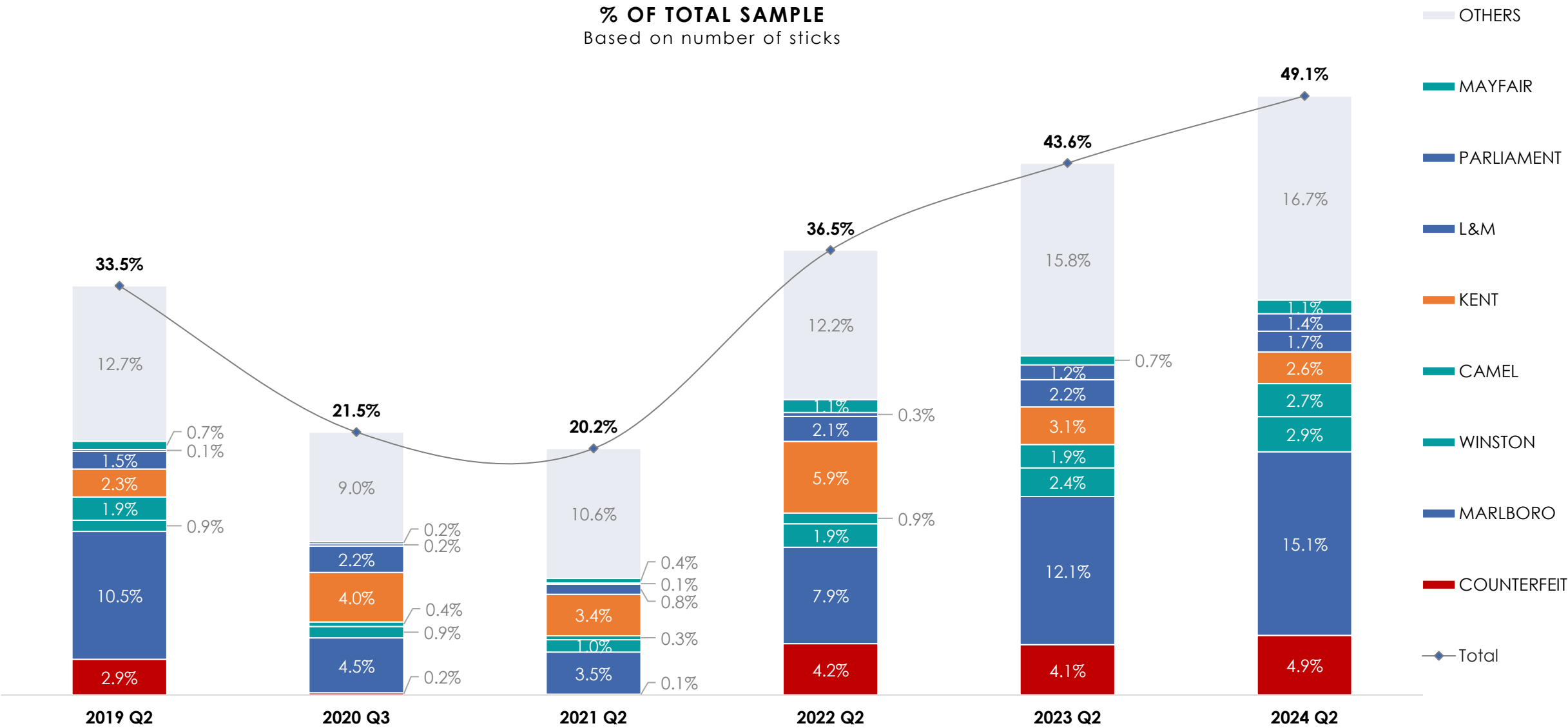
% OF TOTAL SAMPLE
Based on number of sticks





NON-DOMESTIC: BRAND FAMILY TREND

% OF TOTAL SAMPLE
Based on number of sticks



NON-DOMESTIC: MARKET VARIANT TREND

% OF TOTAL SAMPLE
Based on number of sticks

