

A container of consumer goods (18) comprises a housing (10) comprising a box (12) and a lid (14) closing the box. The consumer goods are wrapped in a wrapper (20) and contained within the housing (10), the wrapper (20) being partially exposed when the lid (14) is open and having a removable portion (22) that can be removed when the lid (14) is open to expose the consumer goods (18). The removable portion (22) of the wrapper (20) has a first part that is visible when the lid (14) is open and a second part that underlies one or more walls of the box (12) and is not visible when the lid (14) is open and the second part of the removable portion (22) of the wrapper (20) carries one or more indicia that are visually distinct from the part of the wrapper (20) that is exposed when the lid (14) is open.