

Cigarettes in Portugal

Market Direction | 2022-07-08 | 26 pages | Euromonitor

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Report description:

COVID-19 brought great changes to Portuguese consumers' lifestyles, limiting people's movement and social interactions. Allied with the tourism decline and the ban on the sale of menthol cigarettes from May 2020, this fuelled decline in both value and volume sales of cigarettes in 2020. Even illicit trade, which usually increases in years of economic instability, saw decline in 2020 as a result of limitations on circulation and the control of borders, particularly during the country's lockdown.

Euromonitor International's Cigarettes in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigarettes market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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CIGARETTES IN PORTUGAL

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2021 DEVELOPMENTS

Cigarettes begins recovery but struggles against competition from heated tobacco

Rising taxes and high price sensitivity leads to companies to add sticks to packs

Tabaqueira continue to lead the category despite visible focus switch to heated tobacco

PROSPECTS AND OPPORTUNITIES

Cigarette use expected to decline thanks to continuing shift to heated tobacco

Pandemic impact on vending and forecourt retailers set to endure

Little innovation expected from cigarette manufacturers as combustion and vaping systems increase in popularity

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TOBACCO IN PORTUGAL

EXECUTIVE SUMMARY

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