

Cigarettes in Austria

Market Direction | 2022-07-12 | 27 pages | Euromonitor

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Report description:

After a peak the year before, retail volume sales remained at a high level and significantly superior to pre-pandemic levels in the second year of the pandemic in 2021, because of limited opportunities for legal and illegal cross-border sales due to temporarily closed borders and travel restrictions. The strong decline in cross-border traffic and home seclusion during the COVID-19 pandemic had a strong positive impact on cigarette sales in 2020, as many cigarette smokers could only purchase ciga...

Euromonitor International's Cigarettes in Austria 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.

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Euromonitor International
July 2022

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CIGARETTES IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Retail volume sales show a moderate decline, but remain at reasonably high levels following the pandemic peak

Alternatives to cigarettes are mainly seen as transient and occasional novelties

Japan Tobacco discontinues its Memphis lines, and innovation remains limited due to strict regulations

PROSPECTS AND OPPORTUNITIES

Overall consumption set to decrease in line with rising health and wellness trends, while reopened borders will restimulate illicit trade

Tobacco taxes make it challenging for players to differentiate by price, with plastic-free cigarettes expected to be a future trend

Reopening of foodservice shines a light on how best to manage smoking areas in the face of cigarettes' negative image

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TOBACCO IN AUSTRIA

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