

Cigarettes in Bulgaria

Market Direction | 2022-07-15 | 25 pages | Euromonitor

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Report description:

Overall, the pandemic and rising health concerns among the population did not provide any overwhelming impetus to quit smoking among consumers. In fact, the opposite trend was observed amongst many smokers in Bulgaria in 2020 who believed that smoking helps prevent the "cytokine storm" - one of the main causes of fatalities from the COVID-19 virus. Some also smoked more to relieve the stress caused by job insecurity, economic difficulties, and inability to socialise or continue hobbies. Neverthe...

Euromonitor International's Cigarettes in Bulgaria 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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CIGARETTES IN BULGARIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Use of cigarettes continues to decline although Bulgaria still has a high smoking prevalence

Premium cigarette players introduce mid-priced products to mitigate impact of reduced purchasing power

Lack of tourists negatively impacts category sales; illicit trade remains low

PROSPECTS AND OPPORTUNITIES

Smoking prevalence to continue to decline driven by health and wellness trends

Unit prices of cigarettes to increase due to excise tax increases

Cigarettes to face possible bans as players and governments speak out against the harm they can cause to health

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TOBACCO IN BULGARIA

EXECUTIVE SUMMARY

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