

Cigars, Cigarillos and Smoking Tobacco in Greece

Market Direction | 2022-07-14 | 31 pages | Euromonitor

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Report description:

Karelia Tobacco, which, from January 2019, acquired the distribution of Villiger Sohne's portfolio in Greece, increased its retail volume share in cigars and cigarillos in 2021. This was not solely due to the successful performance of Villiger cigars and cigarillos in Greece, but also new launches. The most successful launch was in cigarillos, where the company introduced St Louis Blues. The new offering boosted the performance of Saint Louis overall, as the new SKU posted fast retail volume sal...

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in Greece 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: Cigars and Cigarillos, Smoking Tobacco.

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

Why buy this report?

- * Get a detailed picture of the Cigars, Cigarillos and Smoking Tobacco 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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Karelia Tobacco widens its portfolio in cigars and cigarillos, but a larger pack size for Old Holborn slows the company's advance in fine cut tobacco

Heavier tourist flows boost cigars sales and contribute to the recovery of duty-free sales

Price fighters leverage low prices to drive the performance of cigarillos

PROSPECTS AND OPPORTUNITIES

Fine cut tobacco is less at risk from the migration trend due to low prices and a unique smoking experience

Price fighter cigarillos to increase their penetration at the expense of cigarettes

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