

Tobacco in Bulgaria

Market Direction | 2022-07-15 | 58 pages | Euromonitor

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Report description:

Economic hardships endured by local consumers due to the pandemic continued in 2021, albeit with improving conditions in the second half of the year. However, most smokers treat tobacco as an essential purchase, and this only led to users seeking cheaper alternatives to their usual favourites (rather than forgoing purchases altogether). The main influence on declining smoking prevalence instead came from the growing influence of the health and wellness trends. This led to a moderate decline of C...

Euromonitor International's Tobacco 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated 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 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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reliable information resources to help drive informed strategic planning.

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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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Cigarillos benefits from growing interest amongst younger smokers and aficionados

A shift to consumption at home

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos to benefit from higher status amongst smokers than cigarettes

Continuing shift from cigarettes to smoking tobacco thanks to cheaper price

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