

## **Tobacco in Greece**

Market Direction | 2022-07-14 | 59 pages | Euromonitor

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### **Report description:**

In terms of cigarettes, smoking prevalence decreased in Greece in 2021, in line with an increase in health awareness, which resulted in more people quitting smoking or switching to alternatives that are positioned as reduced harm options, such as e-vapour products and heated tobacco.

Euromonitor International's 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: 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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Economic pressures favour shift to larger pack sizes and economy brands

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