

Cigarettes in Greece

Market Direction | 2022-07-14 | 26 pages | Euromonitor

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Report description:

Retail volume sales decreased strongly between 2016 and 2020, driven by an overall decline in smoking prevalence, as well as a drop in the number of sticks smoked. This was due mainly to rising health awareness, which results in more people trying to quit smoking altogether or at least to smoke less. At the same time, cigarettes is losing retail volume share within the industry, amidst migration to e-vapour products and heated tobacco, which are attracting more smokers away from cigarettes looki...

Euromonitor International's Cigarettes 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CIGARETTES IN GREECE

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2021 DEVELOPMENTS

Inbound tourist flows help to stabilise downward trend in volume sales, but health concerns continue to take their toll

The economic impact of the pandemic maintains migration trend away from cigarettes

Economic pressures favour shift to larger pack sizes and economy brands

PROSPECTS AND OPPORTUNITIES

Forecast remains gloomy as migration trend continues

The competitive landscape is set to remain fragmented as players compete for a slice of a shrinking pie

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TOBACCO IN GREECE

EXECUTIVE SUMMARY

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