

Cigarettes in Tunisia

Market Direction | 2022-07-22 | 24 pages | Euromonitor

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Report description:

There was a decrease in the sales volume of cigarettes in Tunisia in 2021. Several factors contributed to this decrease, but the most important factor is the increase in the selling prices of local and imported cigarettes. Other factors, such as significant growth in the parallel market in 2021, and also the drop in production of Regie Nationale des Tabacs et des Allumettes (RNTA), which is the official distributor of cigarettes, for technical reasons and strikes, contributed to this sales volum...

Euromonitor International's Cigarettes in Tunisia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Cigarettes in Tunisia
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List Of Contents And Tables

CIGARETTES IN TUNISIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

A perfect storm of negative factors leads to ongoing volume declines

Historical increases in cigarettes prices place additional downwards pressure on sales

Illicit cigarette trade rebounds, following the re-opening of borders

PROSPECTS AND OPPORTUNITIES

Volume decreases will continue over the forecast period, due to economic instability and competition from illicit trade

Illicit trade in cigarettes set to continue, due to widespread availability and affordable prices for consumers

Prices increases set to continue over the forecast period

TAXATION AND PRICING

Taxation rates

Table 1 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 1 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 2 Sales of Cigarettes: Volume 2016-2021

Table 3 Sales of Cigarettes by Category: Value 2016-2021

Table 4 Sales of Cigarettes: % Volume Growth 2016-2021

Table 5 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 6 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 9 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 10 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 11 NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 12 LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 13 Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 14 Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 15 Forecast Sales of Cigarettes: Volume 2021-2026

Table 16 Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 17 Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

TOBACCO IN TUNISIA

EXECUTIVE SUMMARY

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Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 24 Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 25 Sales of Tobacco by Category: Volume 2016-2021

Table 26 Sales of Tobacco by Category: Value 2016-2021

Table 27 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 28 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 29 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 30 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 31 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 32 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 3 Research Sources

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