

Cigarettes in Turkey

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

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Report description:

Cigarettes saw single digit growth in retail volume terms in 2021, with sales bouncing back strongly after the decline seen in the previous year. 2020 was a bad year for cigarettes sales with COVID-19 having a negative impact on demand. Not only did COVID-19 create additional health concerns but it also put a strain on Turkey's economy. With businesses under pressure and rising unemployment many consumers were forced to economise, prioritising their spending on food and medicines, for example. T...

Euromonitor International's Cigarettes in Turkey 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.

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Higher quality cigarettes gain share as fans of economy cigarettes go elsewhere

Tobacco specialists impacted by government restrictions

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TOBACCO IN TURKEY

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