

## **Cigarettes in Turkey**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Cigarettes in Turkey  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### CIGARETTES IN TURKEY

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Cigarettes bounces back in 2021 as consumers start to lead more active lives away from the home

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

Tobacco specialists impacted by government restrictions

##### PROSPECTS AND OPPORTUNITIES

Cigarettes expected to see a drop in volume sales in 2022 due to tax hike

The share of premium and slim cigarettes set to continue rising

The sales through chained grocery retailers to significantly decline

##### TAXATION AND PRICING

##### Taxation rates

Summary 1 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 2 Average Cigarette Pack Price Breakdown: Brand Examples

##### CATEGORY DATA

Table 1 Sales of Cigarettes: Volume 2016-2021

Table 2 Sales of Cigarettes by Category: Value 2016-2021

Table 3 Sales of Cigarettes: % Volume Growth 2016-2021

Table 4 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 5 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 6 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 7 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 8 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 9 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 10 NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 11 LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 12 Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 13 Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 14 Forecast Sales of Cigarettes: Volume 2021-2026

Table 15 Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 16 Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 17 Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 18 Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 19 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 20 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 21 Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 22 Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

##### TOBACCO IN TURKEY

##### EXECUTIVE SUMMARY

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3      Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Plain packaging

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 23 Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 24 Sales of Tobacco by Category: Volume 2016-2021

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

Table 26 Sales of Tobacco by Category: % Volume Growth 2016-2021

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

Table 28 Forecast Sales of Tobacco by Category: Volume 2021-2026

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

Table 30 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

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

DISCLAIMER

SOURCES

Summary 4 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Cigarettes in Turkey

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-02
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com