

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Bulgaria

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Report description:

Tobacco heating devices achieved solid growth in 2021, as did heated tobacco. These categories are benefitting from the consumer shift away from cigarettes with many of these consumers choosing smokeless forms of tobacco that are perceived as less damaging to health. However, there is a persisting, contrastingly belief amongst many Bulgarians that heated tobacco products contain different types of toxic and carcinogenic substances that are even more harmful than those in cigarettes. This natural...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Bulgaria 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: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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.

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

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reliable information resources to help drive informed strategic planning.

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July 2022

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2021 DEVELOPMENTS

Heated tobacco products achieved strong growth despite continuing health fears and economic difficulties

Solid growth for e-vapour products driven by consumer shift away from cigarettes

New product development in the category remains significant

PROSPECTS AND OPPORTUNITIES

Consumer shift away from cigarettes will continue to benefit heated tobacco and e-vapour products

Government to tighten controls on smokeless tobacco through e-commerce

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