

## **Tobacco in Slovakia**

Market Direction | 2022-07-18 | 58 pages | Euromonitor

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### **Report description:**

Rising excise taxes on tobacco products and dwindling real purchasing power among Slovak households were responsible for a decline in overall tobacco consumption in Slovakia in 2021. The decline was driven by cigarettes which saw the steepest tax increase, while also being increasingly substituted by vaping and smokeless products during 2021 due to rising health concerns. Healthier or reduced harm smoking products compared to traditional cigarettes were driving sales in the year, benefiting from...

Euromonitor International's Tobacco in Slovakia 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- \* Get a detailed picture of the 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.

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## 2021 DEVELOPMENTS

Manufacturers focus on packaging innovation and promotional activity in view of the continued decline in cigarette volume sales

Tax rises are a constant driver of the retail volume decline in cigarettes

Slovak smokers shift to more affordable products within cigarettes

## PROSPECTS AND OPPORTUNITIES

Increasing popularity of smokeless products to contribute to the continued decline of cigarettes

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Weakened purchasing power leads to a drop in volume sales of cigars

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## PROSPECTS AND OPPORTUNITIES

Tax hikes will slow the volume consumption of cigars, cigarillos and smoking tobacco

Cigar sales prove to have long-term resilience with premium products being associated with affluence

The forecast period will see increasing demand for less harmful and premium quality products

## CATEGORY DATA

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