

## **Tobacco in Spain**

Market Direction | 2022-07-18 | 62 pages | Euromonitor

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### **Report description:**

Tobacco demand is in long-term decline in Spain, but the rate of decline slowed significantly during 2021. Retail constant value sales (2021 prices) of cigarettes declined during 2021, but there was a moderate rebound in retail volume sales, which had contracted sharply in 2020 due to pandemic restrictions. Nonetheless, retail volume sales remained well below their pre-pandemic level.

Euromonitor International's Tobacco in Spain 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

Volume sales rebound as COVID-19 restrictions are eased

Philip Morris' lead narrows, as it pivots towards heated tobacco products

Pandemic economic shock and rising inflation lead to increased price sensitivity

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Declining smoking prevalence will drag down demand

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Shisha drives growth in pipe tobacco

Demand for fine cut tobacco stabilises as pandemic boost fades

## PROSPECTS AND OPPORTUNITIES

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## CATEGORY DATA

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