

Tobacco in Kazakhstan

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Report description:

In Kazakhstan, retail volume sales of cigarettes returned to their path of decline in 2021. With the pandemic restrictions over, illicit trade in cigarettes grew strongly in the country, hampering retail volume sales. In addition, state policy aimed towards decreasing smoking rates among the population added pressure to volume sales of cigarettes. Value sales of cigarettes grew positively in 2021, however. Prices increased twice in 2021. The constantly growing excise tax and general inflation of...

Euromonitor International's Tobacco in Kazakhstan 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

Rising unit prices and the competition posed by heated tobacco products cause volume sales of cigarettes to decline in 2021

Legislation does not favour cigarettes while mandatory labelling limits innovation

The industry shifts towards alternatives due to sales difficulties with cigarettes

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