

## **Tobacco in Bulgaria**

Market Direction | 2023-06-16 | 55 pages | Euromonitor

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### **Report description:**

Cigarettes remained the key driver of tobacco sales in Bulgaria during 2022 and this was largely thanks to strong accessibility, the result of relatively low prices across the industry, but especially in cigarettes. Despite the record high inflation seen in Bulgaria during 2022, the unit price of cigarettes remained quite stable; indeed, cigarettes were the only major area of fmcg whose price remained virtually unchanged as the cost of living increase dramatically. At the same time, average income...

Euromonitor International's 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), 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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Cigarettes consumption shows no signs of decline

Rising cost of living, economic uncertainty contribute to popularity of smoking

Outstanding growth in smokeless tobacco does not suppress growth in cigarettes

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