

## **Tobacco in Austria**

Market Direction | 2023-06-21 | 53 pages | Euromonitor

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### **Report description:**

Demand for cigarettes continued to cool down in Austria during 2022 as sales edged closer to the levels seen in 2019, prior to the onset of the COVID-19 pandemic. As the threat of contagion receded over the course of 2021 and into 2022, COVID-19 control measures and social distancing regulations were withdrawn and the lifestyles of local consumers returned to some semblance of pre-pandemic normality, which put some pressure on demand for cigarettes after a spike in sales in 2020 at the peak of t...

Euromonitor International's Tobacco in Austria 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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JTI strengthens focus on international brands

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