

## **Tobacco in Georgia**

Market Direction | 2023-06-20 | 43 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Tobacco registered constant value and volume growth in 2022, despite high inflation, which was caused the energy crisis stemming from the war in Ukraine. Geopolitical tensions in the region also led to a significant increase in the number of immigrants from Ukraine, Russia and Belarus, and this also contributed to the volume increase in tobacco.

Euromonitor International's Tobacco in Georgia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Tobacco in Georgia  
Euromonitor International  
June 2023

List Of Contents And Tables

### **TOBACCO IN GEORGIA**

#### **EXECUTIVE SUMMARY**

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

#### **OPERATING ENVIRONMENT**

Legislation

Legislative overview

Summary 1      Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Health warnings

Plain packaging

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Vapour products

#### **PRODUCTION/IMPORTS/EXPORTS**

#### **MARKET INDICATORS**

Table 1 Number of Adult Smokers by Gender 2017-2022

#### **MARKET DATA**

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 2 Research Sources

### **CIGARETTES IN GEORGIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Supply disruptions as war in Ukraine hits imports

Illicit trade continues to be a serious issue

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Leader Philip Morris gains further value share

#### PROSPECTS AND OPPORTUNITIES

Slight fall in volume sales over forecast period

Trading down expected over forecast period

Heightened health awareness will negatively impact demand for cigarettes

#### TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

#### CIGARS, CIGARILLOS AND SMOKING TOBACCO IN GEORGIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Significant volume increase in 2022 for cigars and cigarillos

High inflation leads to boost for fine cut tobacco

Cigarillos much more popular than cigars

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for cigars and cigarillos

Tobacco specialist retailers likely to remain dominant

Pipe tobacco could leverage its more natural positioning

#### CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022
Table 37 Sales of Cigars by Size: % Volume 2017-2022
Table 38 Sales of Cigarillos by Price Platform 2017-2022
Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022
Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022
Table 41 NBO Company Shares of Cigars: % Volume 2018-2022
Table 42 □LBN Brand Shares of Cigars: % Volume 2019-2022
Table 43 □NBO Company Shares of Cigarillos: % Volume 2018-2022
Table 44 □LBN Brand Shares of Cigarillos: % Volume 2019-2022
Table 45 □NBO Company Shares of Smoking Tobacco: % Volume 2018-2022
Table 46 □LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022
Table 47 □NBO Company Shares of Pipe Tobacco: % Volume 2018-2022
Table 48 □LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022
Table 49 □NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022
Table 50 □LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022
Table 51 □Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022
Table 52 □Distribution of Smoking Tobacco by Format: % Volume 2017-2022
Table 53 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027
Table 54 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027
Table 55 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027
Table 56 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

## SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN GEORGIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Fragmented landscape in e-vaping

Single-use e-vapour growing in popularity

Heated tobacco registers double-digit volume growth

#### PROSPECTS AND OPPORTUNITIES

Rosey outlook over forecast period

Rising inflation may dampen volume sales

Distribution through grocery retailers key to future growth

#### CATEGORY INDICATORS

Table 57 Number of Adult Vapers 2017-2022

#### CATEGORY DATA

Table 58 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 59 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 60 Sales of Heated Tobacco: Volume 2017-2022

Table 61 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 62 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 63 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 64 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 65 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 66 □LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 67 □LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 68 □NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 69 □LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 70 □Distribution of E-Vapour Products by Format: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 71 □Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 72 □Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 73 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 74 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Tobacco in Georgia

Market Direction | 2023-06-20 | 43 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com