

Tobacco in Poland

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Report description:

Despite the declining prevalence of smoking in Poland, the cigarettes category performed exceptionally well in 2022, exceeding industry expectations. Several factors contributed to this upward trend, including declining sales of illicit cigarettes, which was attributed to the tighter border controls enforced by Poland. Consumers have also become more conscious in their decision-making with many choosing to buy legal cigarettes over illicit substitutes. Moreover, the war in Ukraine led to a massi...

Euromonitor International's Tobacco in Poland 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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