

## **Tobacco in the United Kingdom**

Market Direction | 2023-06-19 | 62 pages | Euromonitor

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### **Report description:**

After two years of recording positive growth thanks to favourable pandemic-induced conditions, 2022 saw tobacco returning to declining sales in the UK, as it had been registering prior to the pandemic. Volume sales of cigarettes posted a double-digit decline in 2022, although smoking prevalence has experienced only limited downturns since the start of the pandemic. The declining sales was mainly driven by consumers returning to international travel and a strong rebound in illicit sales following...

Euromonitor International's Tobacco in United Kingdom 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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## 2022 DEVELOPMENTS

Cigarettes return to decline in volume terms as COVID-19-related effects unwind

Economy brands grow as consumers trade down due to the cost-of-living crisis

The Khan Review outlines policies to be implemented for the new Tobacco Control Plan

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