

Cigarettes in Turkey

Market Direction | 2023-06-26 | 24 pages | Euromonitor

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Report description:

Retail volume sales of cigarettes in Turkey declined sharply in 2022. The contraction was mainly due to spiralling inflation fuelled by the depreciation of the lira, the global recovery from the pandemic and the fallout of Russia's invasion of Ukraine. As inflationary pressures caused the cost of living to rise dramatically and eroded purchasing power, many smokers sought to save money by switching from cigarettes to fine cut tobacco, which is considerably cheaper and more economical. This trend...

Euromonitor International's Cigarettes in Turkey 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 Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigarettes 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.

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CIGARETTES IN TURKEY

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2022 DEVELOPMENTS

Retail volume sales of cigarettes decline as more smokers switch to fine cut tobacco

Tax hikes and high inflation result in steep increases in unit prices for cigarettes

Slim cigarettes continue to gain ground at the expense of regular varieties

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Modest growth in retail volume sales projected from 2024 onwards

Regulatory change likely to support distribution gains for traditional channels

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TOBACCO IN TURKEY

EXECUTIVE SUMMARY

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