

Tobacco in Ukraine

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Report description:

As with all fmcg industries in the country, the war has strongly impacted the tobacco market in Ukraine. For example, there is a much-diminished consumer base, with approximately eight million people - some 20% of the population - estimated to have left the country since the outbreak of the war. There has also been damage to local manufacturing, warehousing and storage facilities, disrupted or broken logistic chains and complications with imports. In addition to this have been supply problems wi...

Euromonitor International's Tobacco in Ukraine 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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Against a very difficult economic and social backdrop, cigarette sales continue to decline in 2022
Philip Morris loses the leading position due to the dangerous location of its manufacturing facility
Illicit sales remain at a very high level in 2022

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Lack of innovations as players concentrate on getting existing products to customers

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PROSPECTS AND OPPORTUNITIES

As long as the war continues some of the older consumer base for cigars and pipe tobacco may not return to Ukraine

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