

Europe Cigarette Market Report and Forecast 2024-2032

Market Report | 2023-11-21 | 165 pages | EMR Inc.

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Report description:

Europe Cigarette Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Europe cigarette market is projected to grow at a CAGR of 2.8% between 2024 and 2032. Aided by the steady consumer demand and the expanding portfolio of cigarette variant, the market is expected to grow significantly by 2032.

Cigarettes, composed of finely cut tobacco leaves enclosed in a thin paper cylinder, remain a popular choice among adult smokers across Europe. Despite the increasing awareness of health risks, the cigarette market continues to find demand due to the prevalence of smoking culture, consumer habit, and the introduction of a diversified range of products, including flavoured cigarettes and slim cigarettes.

The steady consumer demand underpins the Europe cigarette market growth. Despite stringent anti-smoking laws and public health campaigns, a substantial percentage of Europe's adult population continues to smoke, sustaining the demand for cigarettes. Furthermore, the 'smoke break' culture in workplaces and social settings also bolsters cigarette consumption. Rapid modernisation and growing urbanisation in the country along with the ongoing trend of dining out and night lounges, will likely fuel the Europe cigarette market demand in the forecast period.

The broadening portfolio of cigarette products is another driving factor for the market. Tobacco companies are introducing a variety of cigarette types, such as menthol cigarettes, slim cigarettes, and others, to cater to diverse consumer preferences. These new offerings not only provide a novel smoking experience but also help companies circumvent marketing restrictions on traditional cigarettes.

Another noteworthy Europe cigarette market trend is the rise of 'premiumisation'. As disposable income increases, a growing number of smokers are willing to pay extra for premium cigarette brands that offer superior quality and exclusive flavours. This trend is encouraging manufacturers to focus on premium products, thus contributing to market growth.

The industry continues to innovate in product offerings and adapt to changing regulations and consumer behaviour, thus propelling the Europe cigarette market expansion. For instance, the rise of 'heat-not-burn' cigarettes, which heat the tobacco instead of burning it, provides a less harmful smoking alternative, and these products have been gaining traction in recent years.

Market Segmentation

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The market can be divided based on type, age group, distribution channel, and country.

Market Breakup by Type

- Light
- Mild
- Others

Market Breakup by Age Group

- 15-24 years
- 25-44 years
- 45-64 years
- 65 years and above

Market Breakup by Distribution Channel

- Tobacco Shop
- Supermarket and Hypermarket
- Convenience Stores
- Online Store
- Others

Market Breakup by Country

- Germany
- United Kingdom
- France
- Italy
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Europe cigarette market. Some of the major players explored in the report by Expert Market Research are as follows:

- Philip Morris International Inc.
- J T International SA
- British American Tobacco p.l.c.
- Imperial Brands PLC
- Bulgartabac-Holding AD
- Continental Tobacco Corporation
- Others

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