

Cigarettes in Bulgaria

Market Direction | 2024-05-29 | 23 pages | Euromonitor

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Report description:

Cigarette consumption in Bulgaria recorded a marginal decline in 2023. The switch to alternative products among younger adults, such as heated tobacco products and single use cigarettes, has become very popular over the last year. Millennials and Gen Z smokers are more likely to combine smoking of traditional cigarettes with e-cigarettes as a way of gradually weaning off traditional cigarettes. Cigarette brands are also struggling to compete with the marketing of e-cigarette and heated tobacco a...

Euromonitor International's Cigarettes in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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TOBACCO IN BULGARIA

EXECUTIVE SUMMARY

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