

Cigarettes in Croatia

Market Direction | 2024-05-30 | 24 pages | Euromonitor

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Report description:

Despite continuously rising prices, cigarettes in Croatia saw a further increase in retail volume sales in 2023, albeit a moderate upturn and significantly slower than in 2021 and 2022. Croatia is one of the rare EU markets that is seemingly showing resistance to the implementation of the EU TPD. The EU TPD (Tobacco Products Directive (2014/40/EU)) has not reduced smoking prevalence as much as expected. However, in reality, smoking prevalence among Croatian consumers in terms of cigarettes is on...

Euromonitor International's Cigarettes in Croatia 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.

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Table of Contents:

Cigarettes in Croatia
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List Of Contents And Tables

CIGARETTES IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourists maintain upward trajectory in retail volume sales

Slow but discernible shift towards smoking tobacco and new generation alternatives

Schengen area membership diminishes the illicit trade in cigarettes

PROSPECTS AND OPPORTUNITIES

Pace of decline in retail volume sales may be slowed by inbound tourism flows and illicit trade reduction

Shift to new generation products to continue

Smoking tobacco remains a cheaper alternative to cigarettes

TAXATION AND PRICING

Taxation rates

Table 1 Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 1 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 2 Sales of Cigarettes: Volume 2018-2023

Table 3 Sales of Cigarettes by Category: Value 2018-2023

Table 4 Sales of Cigarettes: % Volume Growth 2018-2023

Table 5 Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 6 Sales of Cigarettes by Blend: % Volume 2018-2023

Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 9 Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 10 Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 11 NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 12 LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 13 Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 14 Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 15 Forecast Sales of Cigarettes: Volume 2023-2028

Table 16 Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 17 Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

TOBACCO IN CROATIA

EXECUTIVE SUMMARY

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Tobacco in 2023: The big picture	
2023 key trends	
Competitive landscape	
Retailing developments	
What next for tobacco?	
OPERATING ENVIRONMENT	
Legislation	
Legislative overview	
Summary 2 Legislation Summary at a Glance	
Minimum legal smoking age	
Smoking prevalence	
Tar levels	
Health warnings	
Plain packaging	
Advertising and sponsorship	
Point-of-sale display bans	
Smoking in public places	
Low ignition propensity (LIP) cigarette regulation	
Flavoured tobacco product ban	
Vapour products	
PRODUCTION/IMPORTS/EXPORTS	
MARKET INDICATORS	
Table 24 Number of Adult Smokers by Gender 2018-2023	
MARKET DATA	
Table 25 Sales of Tobacco by Category: Volume 2018-2023	
Table 26 Sales of Tobacco by Category: Value 2018-2023	
Table 27 Sales of Tobacco by Category: % Volume Growth 2018-2023	
Table 28 Sales of Tobacco by Category: % Value Growth 2018-2023	
Table 29 Forecast Sales of Tobacco by Category: Volume 2023-2028	
Table 30 Forecast Sales of Tobacco by Category: Value 2023-2028	
Table 31 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028	
Table 32 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028	
DISCLAIMER	
SOURCES	
Summary 3 Research Sources	

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