

## **Cigarettes in Egypt**

Market Direction | 2024-06-07 | 22 pages | Euromonitor

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### **Report description:**

The market for cigarettes in Egypt witnessed a decline in volume terms in 2023, within a context of continuing economic uncertainty. Multiple devaluations of the Egyptian pound and a lack of foreign currency made it more difficult for tobacco manufacturers to import raw materials, a situation that caused many brands of cigarettes to be out of stock within convenience stores and other channels. Moreover, with retailers concerned about further price hikes, many reverted to stockpiling, which rais...

Euromonitor International's Cigarettes in Egypt 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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Euromonitor International  
June 2024

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##### 2023 DEVELOPMENTS

Cigarettes suffer from supply shortages which leads to increase in retail prices

Eastern Co SAE continues to lead the market, while Al Mansour benefits in the face of shortages

QR codes play role in preventing illegal price increases by retailers

##### PROSPECTS AND OPPORTUNITIES

Improved performance expected, in line with greater stability within the supply chain

Manufacturers will introduce wider variety of variants

Ongoing demand for illicit cigarettes will challenge retail sales

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