

Cigarettes in Ireland

Market Direction | 2024-06-07 | 25 pages | Euromonitor

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Report description:

In 2023, the Irish cigarette market continued to decline, with volume sales dropping fast. Many factors contributed to this double-digit decline - the high cost of living and rising tobacco product taxes are two of the main causes. Ireland is currently among the most expensive countries in Europe, ranking just behind Switzerland and Iceland. Further, Ireland has the highest tobacco and alcohol prices in the European Union.

Euromonitor International's Cigarettes in Ireland 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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CIGARETTES IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

High living costs and tax increases undermine volume sales in cigarettes

Sales of cigarettes hampered by competition from disposable vapes

Competitive landscape remains consolidated among major international players

PROSPECTS AND OPPORTUNITIES

Cigarette sales will continue to decline as a result of stricter regulations and shifting consumer behaviour

Illegal trade will continue to attract some consumers cigarettes prices continue to rise

Channel sales will shift to store-based retail as regulations on licenses get stricter

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TOBACCO IN IRELAND

EXECUTIVE SUMMARY

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