

## **Tobacco in Ireland**

Market Direction | 2024-06-07 | 54 pages | Euromonitor

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### **Report description:**

Tobacco in 2023 was impacted by the Irish government's decision to keep increasing tobacco taxes, positioning the price for a pack of 20 cigarettes and per stick as the most expensive in western Europe. Further, Ireland continues to have one of the most expensive costs of living in Europe, behind Switzerland and Iceland. As a result, price-conscious Irish consumers are continuously migrating towards more affordable options - especially closed system single use vapes, and others are turning toward...

Euromonitor International's Tobacco 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, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Tobacco 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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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

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Steady volume declines anticipated in face of rising prices and waning interest

Low innovation and fierce competition from e-vapour products will keep hampering the category's development

Government commitment to reduce smoking prevalence in Ireland is set to result in more price increases and limited availability of products

#### CATEGORY DATA

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