

Tobacco in Spain

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Report description:

Tobacco saw a decline in retail volume sales in Spain in 2023, though sales rose in current value terms on the back of increased prices. Cigarettes continued to see an increase in value sales, whilst volumes experienced a further decline. While economic challenges forced some consumers to trade down, others shifted to more affordable options. Cigarette smokers in Spain are sensitive to prices, a trait that has been accentuated by the economic impact of the pandemic and the high rate of inflation...

Euromonitor International's Tobacco in Spain 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.

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2023 DEVELOPMENTS

Cigarette value sales surpass pre-pandemic levels, but volume sales decline

Surges in prices and the decline in consumers' purchasing power strongly impact demand for cigarettes, as smokers shift to other products

JT International takes the lead

PROSPECTS AND OPPORTUNITIES

Cigarette consumption is expected to decline over the forecast period due to increased concerns over health and wellness.

More price increases are expected to further impact cigarette consumption

Influence from neighbouring countries could lead Spain to extreme measures to prevent tobacco consumption

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PROSPECTS AND OPPORTUNITIES

Health and wellness trends and changing demographics will negatively impact traditional ways of smoking

Further measures and increases in taxes on tobacco will have a negative impact on the sales of these categories

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