

Cigarettes in Poland

Market Direction | 2024-06-11 | 22 pages | Euromonitor

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Report description:

Sales of cigarettes experienced a slight decline in volume terms in 2023. Sales saw strong growth in 2022 as large numbers of refugees entered Poland following Russia's invasion of Ukraine. In 2023, many of these refugees from Ukraine returned to their homeland or moved to other countries, thus reducing the demand for cigarettes. The decline was also the result of the growing popularity of next generation products, such as e-vapour and heated tobacco products. These categories are cannibalising s...

Euromonitor International's Cigarettes in Poland 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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Euromonitor International
June 2024

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CIGARETTES IN POLAND

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Philip Morris strengthens its position in Poland thanks to competitive pricing

Brands from "bottom" price segment increasingly in demand

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Rising prices could encourage more people to quit

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TOBACCO IN POLAND

EXECUTIVE SUMMARY

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