

Tobacco in Georgia

Market Direction | 2024-06-12 | 47 pages | Euromonitor

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Report description:

It was a positive picture for tobacco in Georgia in 2023, with healthy volume growth across all tobacco products. This was partly due to an increase in population, as there were increased numbers of immigrants from Russia, as a result of the war in Ukraine. Also, in terms of smoking hookah (pipe tobacco) in particular, increased tourist numbers also led to increased demand. In addition, inflation fell sharply in 2023, and this made consumers slightly less price sensitive.

Euromonitor International's Tobacco in Georgia 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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