

Tobacco in Turkey

Market Direction | 2024-06-18 | 40 pages | Euromonitor

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Report description:

In 2023, tobacco in Turkey experienced remarkable growth, registering a double-digit volume increase. This notable expansion can be primarily attributed to the success achieved by both cigarettes and smoking tobacco. Cigarettes, in particular, emerged as a significant contributor to this growth, with premium cigarette brands driving sales performance. The allure of premium offerings resonated strongly with consumers, contributing significantly to the overall performance of cigarettes as a produc...

Euromonitor International's Tobacco in Turkey 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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