

# Cigarettes in Portugal

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## Abstracts

Although smoking prevalence continued to decline in Portugal, despite the gradual shift to non-combustible products, retail volume and current value sales increased in 2022. The recovery of tourism in the aftermath of the pandemic supported a rebound in foreign arrivals, though the overall volume sales figure remained some way off that recorded in 2019. Tax rates also helped to boost current value sales in 2022, which increased by 1%, in alignment with the higher rate of inflation in 2022.

Euromonitor International's Cigarettes in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

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