

Cigarettes in Greece

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The new EU Directive on tobacco products was implemented in May 2016, with changes officially taking place in September of that year. The changes with the strongest impact were the introduction of graphic warnings and an increase in retail prices. Given that Greeks are heavy smokers the graphic warning did not result in people quitting smoking, but encouraged smokers to temporarily shift to another brand that due to stock had the graphic warning reaching stores later on or to look for ways to co...

Euromonitor International's Cigarettes in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent, Fine Cut Cigarettes.

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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