

# Cigarettes in Austria

<https://marketpublishers.com/r/CDF302CE27EEN.html>

Date: July 2019

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: CDF302CE27EEN

## Abstracts

The cigarette industry was surprised by the steep decline in retail volume sales in 2018 as health awareness continued to rise and the poor image of smoking intensified, particularly among younger demographics. The volume decline even led to flat retail value sales in 2018, despite further rises in specific taxation on cigarettes. Although the percentage of the adult population who smoked declined over the review period, the actual number of adult smokers also fell for the first time in the revi...

Euromonitor International's Cigarettes in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, 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 2023 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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