

Tobacco in Belarus

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Abstracts

It is important to note that there is no quarantine in Belarus, as the effect of COVID-19 began to be felt in the middle of March 2020. There have been no discussions in the media in Belarus regarding tobacco consumption in relation to the COVID-19 pandemic.

Euromonitor International's Tobacco in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, 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 2025 illustrate how the market is set to change.

Product coverage: Cigarettes, 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.



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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DISCLAIMER SOURCES Summary 2 Research Sources **CIGARETTES IN BELARUS KEY DATA FINDINGS 2020 IMPACT** Very little impact on cigarettes from the COVID-19 pandemic New flavours available within cigarettes with flavoured capsules Newman Tobacco Factory continues to dominate in 2020 **RECOVERY AND OPPORTUNITIES** Smoking prevalence continues to decline in 2021 and beyond New players will find it increasingly difficult to penetrate the competitive landscape Tabakerka has the potential to monopolise the distribution of cigarettes TAXATION AND PRICING Taxation rates Summary 3 Taxation and Duty Levies 2015-2020 Average cigarette pack price breakdown Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples CATEGORY DATA Table 65 Sales of Cigarettes: Volume 2015-2020 Table 66 Sales of Cigarettes by Category: Value 2015-2020 Table 67 Sales of Cigarettes: % Volume Growth 2015-2020 Table 68 Sales of Cigarettes by Category: % Value Growth 2015-2020 Table 69 Sales of Cigarettes by Blend: % Volume 2015-2020 Table 70 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2015-2020 Table 71 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2015-2020 Table 72 Sales of Cigarettes by Pack Size: % Volume 2015-2020 Table 73 Sales of Cigarettes by Price Band: % Volume 2015-2020 Table 74 NBO Company Shares of Cigarettes: % Volume 2016-2020 Table 75 LBN Brand Shares of Cigarettes: % Volume 2017-2020 Table 76 Sales of Cigarettes by Distribution Format: % Volume 2015-2020 Table 77 Illicit Trade Estimate of Cigarettes: Volume 2015-2020 Table 78 Forecast Sales of Cigarettes: Volume 2020-2025 Table 79 Forecast Sales of Cigarettes by Category: Value 2020-2025 Table 80 Forecast Sales of Cigarettes: % Volume Growth 2020-2025 Table 81 Forecast Sales of Cigarettes by Category: % Value Growth 2020-2025 Table 82 Forecast Sales of Cigarettes by Blend: % Volume 2020-2025 Table 83 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume



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2020 IMPACT

Growing healthier lifestyles have a greater impact than the COVID-19 pandemic Importation problems caused by international travel bans in 2020

Hookah smoking banned in Horeca in response to the COVID-19 pandemic RECOVERY AND OPPORTUNITIES

Declining disposable incomes and price increases detriment cigars and cigarillos Flavour products grow in popularity

Cuban cigar producers risk losing Belarusian consumers

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KEY DATA FINDINGS

2020 IMPACT

The COVID-19 pandemic has little impact in 2020

Heated tobacco mainly represented by IQOS in 2020

Single use non-cig-a-like closed vaping systems appear in Belarus

RECOVERY AND OPPORTUNITIES

Growing health concerns boost the need for healthier alternatives to cigarettes

Growth opportunities lie within e-vapour products

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