

Tobacco in Greece

<https://marketpublishers.com/r/T8AEE398829EN.html>

Date: June 2023

Pages: 54

Price: US\$ 2,100.00 (Single User License)

ID: T8AEE398829EN

Abstracts

New generation tobacco products, namely e-vapour products and heated tobacco, are under the spotlight in terms of developments and driving sales growth for tobacco products in Greece. Within vapour products, the key development was the introduction of disposables towards the end of 2021. Disposables captured a significant market share in 2022, and remained the growth driver for vapour products in Q1 2023. While the category remains rather fragmented with multiple brands present in different chan...

Euromonitor International's Tobacco 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 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, 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.

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.

Contents

TOBACCO IN GREECE

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Smoking prevalence

Plain packaging

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARETTES IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigarettes shows signs of stabilisation

Larger pack sizes gain favour

Premium segment retains leadership

PROSPECTS AND OPPORTUNITIES

Forecast remains gloomy for cigarettes

Economic factors and alternatives to dampen retail volume performance

Value for money options to perform best

TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2017-2022

Table 12 Sales of Cigarettes by Category: Value 2017-2022

Table 13 Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Smoking tobacco sees low investment and stronger competition from new generation products

Price developments shape trends in cigars and cigarillos

Karelia Tobacco widens its portfolio in cigars and cigarillos to become a major player

PROSPECTS AND OPPORTUNITIES

Economic factors to shape trends in cigars and cigarillos

Trends are unfavourable for smoking tobacco

Karelia Tobacco is well placed to continue to strengthen its position in cigars

CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 37 Sales of Cigars by Size: % Volume 2017-2022

Table 38 Sales of Cigarillos by Price Platform 2017-2022

Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 41 NBO Company Shares of Cigars: % Volume 2018-2022

Table 42 LBN Brand Shares of Cigars: % Volume 2019-2022

Table 43 NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 44 LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 45 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 46 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 47 NBO Company Shares of Pipe Tobacco: % Volume 2018-2022

Table 48 LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022

Table 49 NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022

Table 50 LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022

Table 51 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 52 Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: %

Volume Growth 2022-2027

Table 56 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Tobacco companies increasingly focus on new generation products

Disposables under the spotlight of development

Papastratos Cigarette strengthens its position with new generation releases

PROSPECTS AND OPPORTUNITIES

Heated tobacco set to remain a key growth driver

Closed system single use to drive growth in e-vapour products

Tobacco flavours and lower-strength nicotine options to gain momentum

CATEGORY INDICATORS

Table 57 Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 58 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 59 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 60 Sales of Heated Tobacco: Volume 2017-2022

Table 61 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 62 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 63 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 64 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 65 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 66 LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 67 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 68 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 69 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 70 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 71 Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 72 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 73 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 74 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 75 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

I would like to order

Product name: Tobacco in Greece

Product link: <https://marketpublishers.com/r/T8AEE398829EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T8AEE398829EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970