

Tobacco in Iraq

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Abstracts

Iraq's tobacco industry began to struggle for positive volume growth in 2022 despite the rapid growth seen in reduced harm options such as heated tobacco and e-vapour products. In most cases, local smokers are intent on reducing the amount they smoke or, in some cases, quitting altogether, and this has undermined demand in cigarettes and pipe tobacco, in particular. The chaotic and fragmented state of the market and the strong presence of illicit trade products remain major challenges.

Euromonitor International's Tobacco in Iraq 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 IRAQ

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

Country background

Socioeconomic Trends

Logistics/Infrastructure

MARKET BACKGROUND

Legislation

TAXATION AND DUTY LEVIES

What next for tobacco?

MARKET DATA

Table 1 Sales of Tobacco by Category: Volume 2017-2022

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

Table 3 Sales of Tobacco by Category: % Volume Growth 2017-2022

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

Table 5 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 6 Forecast Sales of Tobacco by Category: Value 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

CIGARETTES

2022 Developments

Prospects and Opportunities

Category Data

Table 10 Sales of Cigarettes: Volume 2017-2022

Table 11 Sales of Cigarettes by Category: Value 2017-2022

Table 12 Sales of Cigarettes: % Volume Growth 2017-2022

Table 13 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 15 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 16 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 17 Forecast Sales of Cigarettes: Volume 2022-2027

Table 18 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 19 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 20 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

CIGARS, CIGARILLOS AND SMOKING TOBACCO

Table 21 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 22 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 23 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 24 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 26 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 27 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 28 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 29 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 30 Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 31 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 32 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 33 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 34 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO

Table 35 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 36 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 37 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 38 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

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