

Tobacco in Austria

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Abstracts

Demand for cigarettes continued to cool down in Austria during 2022 as sales edged closer to the levels seen in 2019, prior to the onset of the COVID-19 pandemic. As the threat of contagion receded over the course of 2021 and into 2022, COVID-19 control measures and social distancing regulations were withdrawn and the lifestyles of local consumers returned to some semblance of pre-pandemic normality, which put some pressure on demand for cigarettes after a spike in sales in 2020 at the peak of t...

Euromonitor International's Tobacco 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 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.

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JTI strengthens focus on international brands

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