

Tobacco in Bulgaria

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Abstracts

Cigarettes remained the key driver of tobacco sales in Bulgaria during 2022 and this was largely thanks to strong accessibility, the result of relatively low prices across the industry, but especially in cigarettes. Despite the record high inflation seen in Bulgaria during 2022, the unit price of cigarettes remained quite stable; indeed, cigarettes were the only major area of fmcg whose price remained virtually unchanged as the cost of living increase dramatically. At the same time, average inco...

Euromonitor International's Tobacco in Bulgaria 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 BULGARIA

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

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

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 BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigarettes consumption shows no signs of decline

Rising cost of living, economic uncertainty contribute to popularity of smoking

Outstanding growth in smokeless tobacco does not suppress growth in cigarettes

PROSPECTS AND OPPORTUNITIES

Cigarettes to remain largely accessible despite forthcoming excise duty increase

Bulgaria set to maintain one of the lowest illicit trade levels in the EU

Rising income levels to fuel migration to higher cigarette price bands

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 BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars and cigarillos benefits from post-pandemic on-trade recovery

Expansion in off-trade sales push cigars further into the mainstream

Demand for cigars and cigarillos adversely impacted by the rising cost of living

PROSPECTS AND OPPORTUNITIES

Trendier alternatives such as vaping to continue erode demand for cigars and cigarillos

Economic uncertainty and rising cost of living to make consumers more price-sensitive

Fine cut tobacco to remain a popular category due to its value for money

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 BULGARIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vaping emerges as the trendiest form of tobacco use among the image-conscious
Smokeless tobacco benefits from strong distribution power of leading tobacco players
British American Tobacco re-enters heated tobacco with the launch of Glo Hyper

PROSPECTS AND OPPORTUNITIES

New excise duty on e-liquids to drive unit prices upwards during the forecast period
Heated tobacco price war to make products more appealing to mainstream consumers
Experience and indulgence to drive demand for smokeless tobacco

CATEGORY INDICATORS

Table 57 Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 58 Sales of Smokeless Tobacco by Category: Volume 2017-2022

Table 59 Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022

Table 60 Sales of Tobacco Heating Devices: Volume 2017-2022

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

Table 62 Sales of Heated Tobacco: Volume 2017-2022

Table 63 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 64 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 65 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 66 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

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

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

Table 69 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 70 LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 71 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 72 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 73 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 74 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 75 Distribution of Smokeless Tobacco by Format: % Volume 2017-2022
Table 76 Distribution of E-Vapour Products by Format: % Value 2017-2022
Table 77 Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027
Table 78 Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027
Table 79 Forecast Sales of Heated Tobacco: Volume 2022-2027
Table 80 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027
Table 81 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027
Table 82 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

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