

Tobacco - Greece

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Abstracts

The general smoking ban, imposed on 1 July, 2009 has so far evolved into an almost complete failure, especially with regard to bars/clubs/restaurants. There is mass violation of the law, a total absence of controlling mechanisms or fines, and things are pretty much the same as before its imposition. In addition, Greece has one of the highest per capita consumption rates of tobacco products amongst EU Member States. Despite this, volume sales of cigarettes in Greece declined in 2009, as...

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 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes Including RYO Cigarettes, Cigars, Smokeless Tobacco, Smoking 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 industry;

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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