

# Tobacco in Austria

June 2023

Table of Contents

#### Tobacco in Austria

## **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

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

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 Austria

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Despite cooling of demand, cigarette sales remain at remarkably high levels

Considerable proportion of cigarettes consumed in Austria sold via the illicit trade

JTI strengthens focus on international brands

# PROSPECTS AND OPPORTUNITIES

Transition from cigarettes to reduced harm tobacco products to gain momentum No exceptional restriction in sight for cigarettes

Landewyck set to expand its activities in Austria

#### 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 Austria

# KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Signs emerge that the shisha trend might finally be drawing to a close

Volume sales of cigars and cigarillos remain at remarkably high levels

Demand for cigars shaped by substantial price increases by Corporación Habanos

# PROSPECTS AND OPPORTUNITIES

Demand for cigars and shisha tobacco expected to remain relatively stable

Tax rises to impact cigars and cigarillos, with fine cut tobacco to be hardest hit

Track & Trace expected to contribute hugely to major changes in the category

## **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 Austria.

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Heated tobacco leads growth among a diverse group of highly dynamic categories The range of products on offer in disposable e-cigarettes expands rapidly

Philipp Morris likely to remain the only player in heated tobacco

## PROSPECTS AND OPPORTUNITIES

Ongoing growth in heated tobacco to come largely at the cost of other categories

Particularly high tax increases in sight for heated tobacco

Further regulations about to shape the future of nicotine pouches in Austria

### 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 Tobacco Free Oral Nicotine: Volume 2017-2022
- Table 63 Sales of Tobacco Free Oral Nicotine: % Volume Growth 2017-2022
- Table 64 Sales of Tobacco Free Oral Nicotine by Category: Value 2017-2022
- Table 65 Sales of Tobacco Free Oral Nicotine: % Value Growth 2017-2022
- Table 66 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022
- Table 67 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022
- Table 68 Sales of E-Liquids by Nicotine Strength: % Value 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 NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2018-2022

- Table 76 LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2019-2022
- Table 77 Distribution of E-Vapour Products by Format: % Value 2017-2022
- Table 78 Forecast Sales of Tobacco Heating Devices: Volume 2022-2027
- Table 79 Forecast Sales of Tobacco Heating Devices: % Volume Growth 2022-2027
- Table 80 Forecast Sales of Heated Tobacco: Volume 2022-2027
- Table 81 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027
- Table 82 Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027
- Table 83 Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2022-2027
- Table 84 Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2022-2027
- Table 85 Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2022-2027
- Table 86 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027
- Table 87 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

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