

# Cigarettes in Greece

July 2022

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## Cigarettes in Greece - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Inbound tourist flows help to stabilise downward trend in volume sales, but health concerns continue to take their toll

The economic impact of the pandemic maintains migration trend away from cigarettes

Economic pressures favour shift to larger pack sizes and economy brands

#### PROSPECTS AND OPPORTUNITIES

Forecast remains gloomy as migration trend continues

The competitive landscape is set to remain fragmented as players compete for a slice of a shrinking pie

Only tax hikes are likely to push up prices

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