

# Cigarettes in Ukraine

June 2021

Table of Contents

## Cigarettes in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2020 IMPACT

Continued strong decline, with COVID-19 playing a notable role  
Growth for the premium segment as some economy smokers move elsewhere  
Distribution channel shifts due to lockdown and changing habits

#### RECOVERY AND OPPORTUNITIES

Price-consciousness likely to be the main factor in the expected decline  
Growth for premium segment as consumers return and growth is seen in illicit trade  
Potential for further regulation

#### TAXATION AND PRICING

Taxation rates

Summary 1 - Taxation and Duty Levies 2015-2020

Average cigarette pack price breakdown

Summary 2 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2015-2020

Table 2 - Sales of Cigarettes by Category: Value 2015-2020

Table 3 - Sales of Cigarettes: % Volume Growth 2015-2020

Table 4 - Sales of Cigarettes by Category: % Value Growth 2015-2020

Table 5 - Sales of Cigarettes by Blend: % Volume 2015-2020

Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2015-2020

Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2015-2020

Table 8 - Sales of Cigarettes by Pack Size: % Volume 2015-2020

Table 9 - Sales of Cigarettes by Price Band: % Volume 2015-2020

Table 10 - NBO Company Shares of Cigarettes: % Volume 2016-2020

Table 11 - LBN Brand Shares of Cigarettes: % Volume 2017-2020

Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2015-2020

Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2015-2020

Table 14 - Forecast Sales of Cigarettes: Volume 2020-2025

Table 15 - Forecast Sales of Cigarettes by Category: Value 2020-2025

Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2020-2025

Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2020-2025

Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2020-2025

Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2020-2025

Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2020-2025

Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2020-2025

Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2020-2025

## Tobacco in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

COVID-19 impact on tobacco

COVID-19 country impact

Company response

Retailing shift

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 - 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

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 23 - Number of Adult Smokers by Gender 2015-2020

## MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2015-2020

Table 25 - Sales of Tobacco by Category: Value 2015-2020

Table 26 - Sales of Tobacco by Category: % Volume Growth 2015-2020

Table 27 - Sales of Tobacco by Category: % Value Growth 2015-2020

Table 28 - Forecast Sales of Tobacco by Category: Volume 2020-2025

Table 29 - Forecast Sales of Tobacco by Category: Value 2020-2025

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2020-2025

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2020-2025

## GLOBAL MACROECONOMIC ENVIRONMENT

## GLOBAL INDUSTRY ENVIRONMENT

## DISCLAIMER

## SOURCES

Summary 4 - Research Sources

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